

VOGUE



SUMMER TRAVEL

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THE MACKEREL is one of the fastest of fish. Every ounce of power in its body and tail is perfectly controlled. To put the power of gasoline under control, leading oil refiners add Ethyl fluid. Inside the engine, Ethyl fluid prevents the hurried explosions that cause power-waste, harmful "knock" and overheating. It *controls combustion*,

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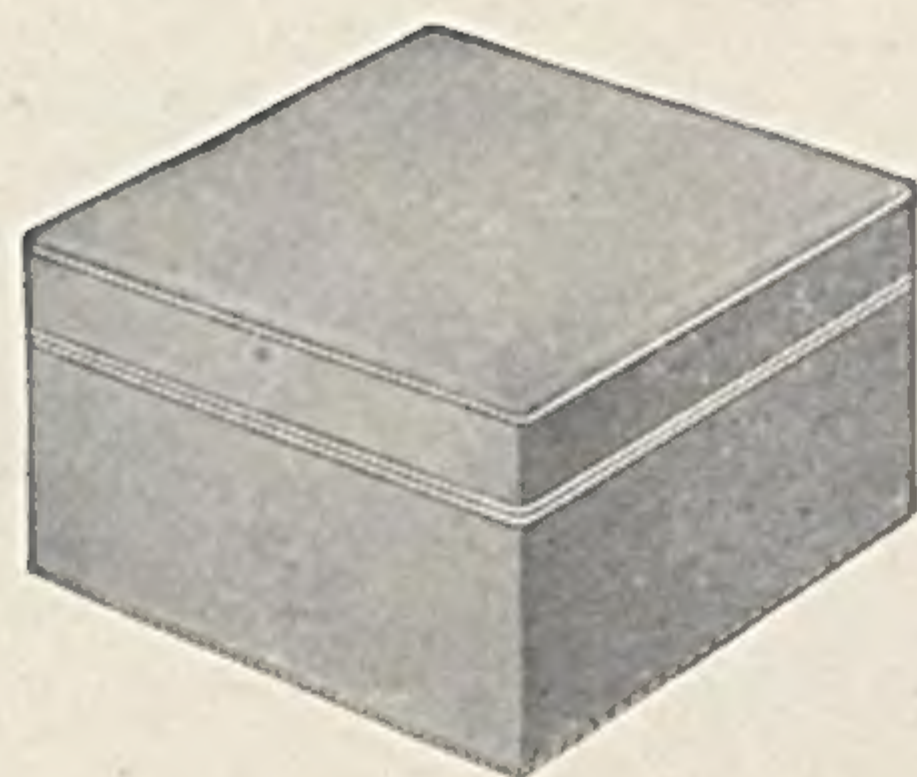
PARIS
25 RUE DE LA PAIX

LONDON
44 NEW BOND STREET

Lovely women follow

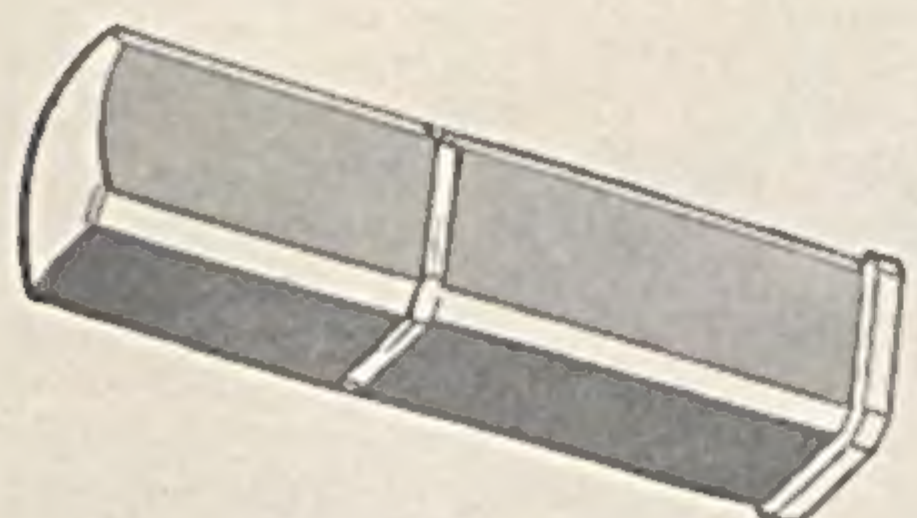


FRANCES DENNEY » »



FRANCES DENNEY POUDRE

A lovely new face powder of absolute purity and flawless fineness. It adds brilliance to the skin—adheres correctly—and is exquisitely soft \$1.50



FRANCES DENNEY LIP STICK

A marvelous new lip pomade—in a slender case of silver with green enamel. Indelible, invisible, soothing and protective . . . \$1.50

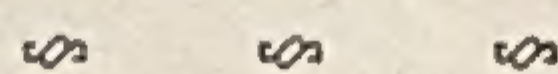
And the reason is quite simple! MISS DENNEY's remarkable Preparations represent the most complete and effective system of skin treatment now available to women.

Each Preparation is a blend of the purest oils, balsams and herbal essences—many of them being rare ingredients that trace their beauty heritage to ancient times.

Equally important—each Preparation is specifically designed to meet the needs of the modern woman—ever faced with the problem of how to keep her skin youthful and lovely.

In summer—MISS DENNEY's Herbal Preparations give just the help needed to safeguard your skin against drying winds and parching sun.

MISS DENNEY has written a little book—"The Affairs of Beauty"—which tells you about her Method and Preparations. She will be happy to send you a copy if you will write to her in Philadelphia.



Herbal Cleansing Cream: Doubly penetrating—yet so gentle in its action that

the deepest pores are thoroughly cleansed without danger of stretching. Delightful as it is effective . . . \$1, \$2, \$3.50, \$6


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Herbal Oil Blend: For very dry skin—and skin exposed to wind and sun. It is a deep-tissue builder—and is marvelous for worn and withered skin and for the face that is aging \$5, \$10, \$20

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\$10.75

Model J72—One piece cotton pique with suntan back. White with red patent leather belt, white with royal, yellow with brown, light blue with white. Sizes 14x to 20.

Model J73—Two piece shirtwaist frock of middi-mesh, in white, yellow, light blue, or green, with pearl buttons and comfortable short sleeves. Sizes 14x to 20.

Model J74—One piece cotton pique frock with contrasting patent leather belt and buttons. White with red or royal, light blue with white, yellow with brown. Sizes 14x to 40.

Model J75—One piece frock of middi-mesh with sailor collar. White with light blue, light blue with white, yellow with white, green with white. Sizes 14x to 20.

Model J76—One piece cotton pique frock with contrasting patent leather belt and buttons. White with red or royal, yellow with brown, light blue with white. Sizes 14x to 20.

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MAKE THIS A

ADD TO YOUR TOWLE SET

OR START THE NEW SET



LADY CONSTANCE



VIRGINIA CARVEL



LADY DIANA

There are various practical and inexpensive ways of adding to one's sterling set! 6 teaspoons cost one-third less than a year ago. You may add a single piece of flatware for as little as \$1.25; a place setting to serve one more guest at once, \$10; or six, eight or twelve of some particular piece.



LADY DIANA dishes and decorative pieces to match flatware.

As a bride-of-a-year remarked, "It's ridiculous to expect me to wait twenty-five years for a silver anniversary! This year—and every year—will be celebrated as our sterling anniversary, until I complete my Towle service."

It seemed such a good idea that we pass it along to you. If you didn't get all the solid silver you wanted on your wedding day (and what bride does?) it is easy and inexpensive to add flat silver or a lovely serving piece in your chosen pattern. Or, if your budget forbade starting with sterling, the



FOR BRIDES-TO-BE

Don't get married until you have sent for your copy of Emily Post's fascinating booklet on wedding etiquette. Mail this coupon now!

The Towle Silversmiths, Dept. K-6, Newburyport, Mass. I enclose 25¢ (coin or stamps) for "Bridal Silver and Wedding Customs," by Emily Post, famous author of "Etiquette, the Blue Book of Social Usage."

Name and Address _____

City & State _____ My jeweler _____

STERLING ANNIVERSARY

AT NEW LOW PRICES ...

YOU WANT ... NOW



Lovely coffee service in the LOUIS XIV pattern.

earliest possible anniversary is an appropriate time to mend matters. Especially in view of the NEW LOW PRICES.

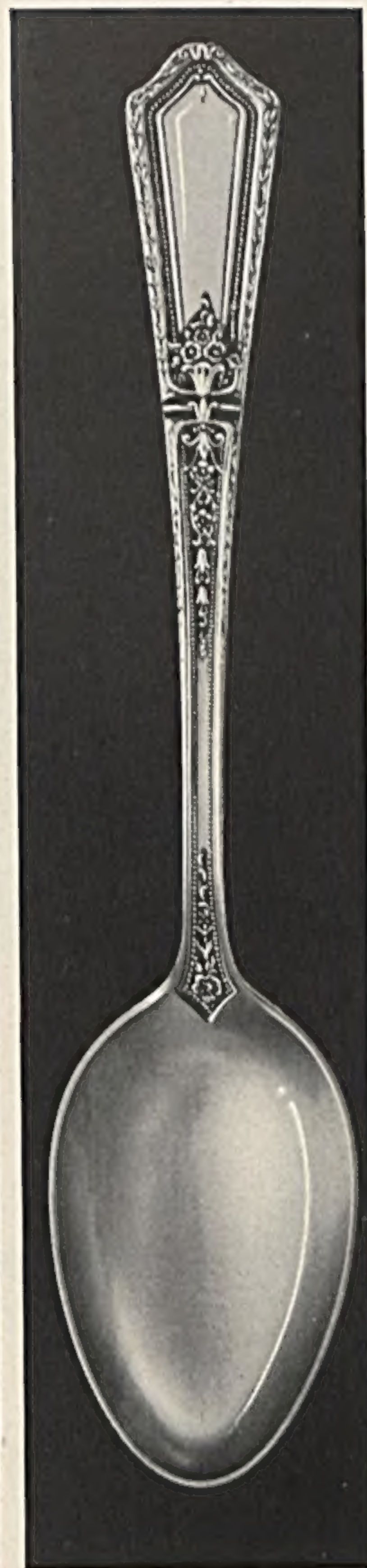
Sterling silver itself is priced lower than it has been since 1916. Recent reductions in the prices of some things mean lowered quality as well; but sterling remains always the same, by U. S. Government standard. And Towle sterling, of course, gives you the same fine design and craftsman-finish always associated with this name and its traditions since 1690.



LOUIS XIV



CHASED DIANA



D'ORLEANS

These three richly decorative patterns are especially well adapted for the more formal table. A 32-piece "luncheon set" in the Chased Diana costs only \$100. A 68-piece "entertainment set" in the magnificent D'Orleans may be had for \$180.

TOWLE

STERLING SILVER EXCLUSIVELY

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SAY WEAVE!

You can't make a smart face with rouge and powder—you've got to have a clear mat skin . . . No more can you make a smart stocking by sticking any old top-to-toe in a Rograin dye vat . . . It's the weave that turns the trick—the permanently flat, sheer, sheenless effect that makes a 1931 background for every shade desired in the stocking wardrobe.

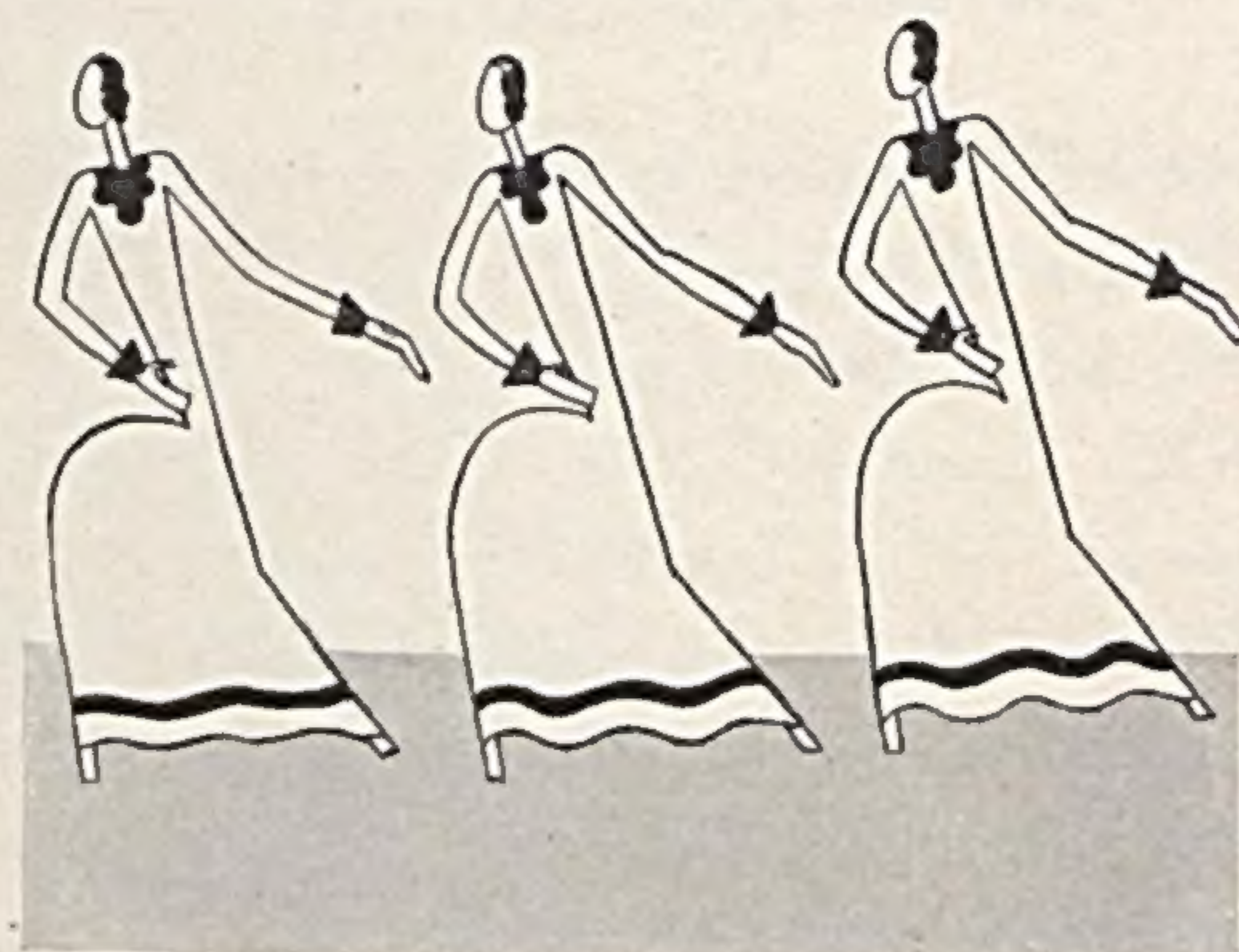
Over 500,000 women and girls have solved their purse-and-prestige problem with Rograin . . . Date up with your first pair and you're set for a season that satisfies the still small voice of conscience and the high commands of Vogue.

Rograins cost one-ninety-five and they look twice the price. They feel as cool, thin, luxurious and nothing-at-allish as the most fastidious may wish—but they don't let dancing heels into the open at inopportune moments.

For occasions when the exchequer must be considered, there's always Tripl-Twist—same colors as Rograin, but still lower mortality record—and a whole lot off the price.

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\$1.95

...AND EVEN LESS



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JUNE 1, 1931

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| Model of the sheerest wool in dark colors for town wear. Blue or black, self-lined. Sizes 14 to 20. \$39 | White basketweave coat, stitched collar and cuffs, with the new dolman sleeve. Silk lined. Sizes 36 to 44. . . \$39 | A stunning model of wool has its new, wide sleeves plaited. Black, skipper, white, beige. Sizes 14 to 20. \$39 | White coat of diagonal weave accented by a luxurious white fox collar. Sizes 14 to 20, 36 to 44. \$75 |
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Tanshi . . . a suntime fabric sponsored by Golflex . . . Sheenless, and sheer, and wrinkle-free in character . . . Softly tailored in these two jacket frocks . . . Notice at the left, how the slim line dress uses a hand fagoting motif under a jacket, belted in front, fitted to the back . . . Sizes 34 to 44 . . . At the right, how the duo-tone scarf jacket sets off the frock with the pearl studded tabs . . . Sizes 12 to 20 . . . In white, alpine blue, mint green, maize, and shell pink . . . Created and distributed in the U. S. by Wilkin-Malito, Inc., and in Canada by Gould Samuel & Co., Ltd., Montreal . . . Sold by all Golflex dealers . . . \$35. In New York, exclusive with **THE TAILORED WOMAN.**



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Matrix Shoes

THE AUDREY

A Matrix tie of fashionable Tosca fabric with eyelets worked in silk. Covered heel. This is just the shoe to wear for summer days in both city and country—decidedly airy and dainty yet with all the comfortable support of a tie.



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For active sports the St. Andrews is ideal. In sandy-beige Eric calf or genuine white buckskin—trimmed with swagger-brown calf. Matrix rubber soles and heels. And in all-over cinnabar calf with leather sole and heel.



SPORT

Colors have been accented with white this Spring . . . white things are going to be accented with color this Summer. Here are two sleeveless dresses, for instance, for active sports, or spectating . . . both made of Stehli's white and very washable Stehlong crepe. One is belted with grosgrain in red, white and black, and boasts a scarf accented in red . . . the other has a belt of red and white, and with even greater simplicity casually lets it go at that. Either one . . . or better still, both . . . may be purchased:

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Stehli Silks

FOR YOUR PLACE IN THE SUN






SWIM SUITS Kminski

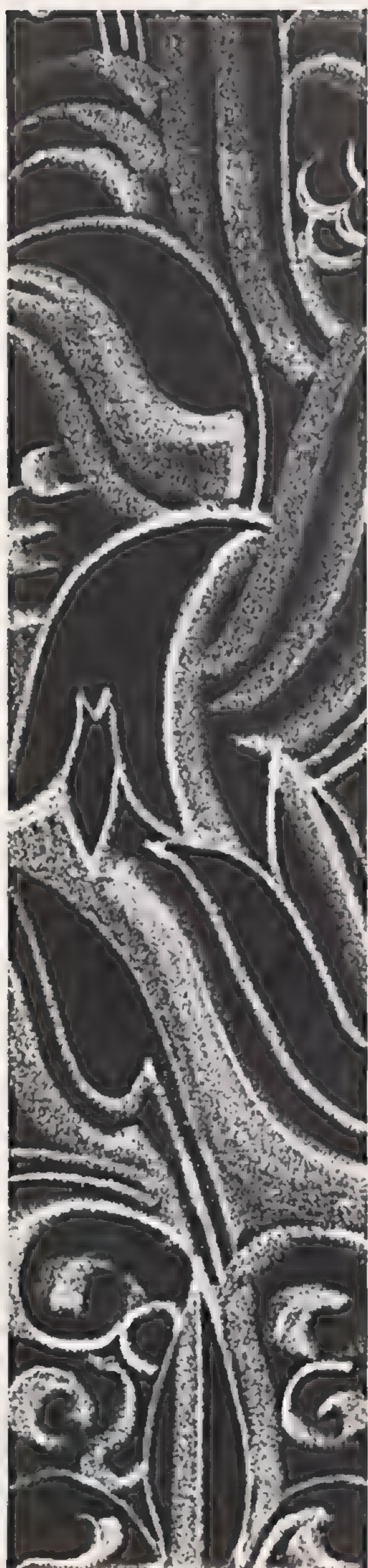
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A scientific comfort construction feature, found in no other swim suit; provides unequalled fit and comfort, in the surf or on the sand.

HOLLYWOOD SWIM SUITS

Dashing... new... modern as an airlight into the vogue of tomorrow.
 Vibrant with color  sparkling with newness  always in good taste 
 Hollywood Swim Suits are acknowledged world leaders in style and colorings in sun and swim wear. Stars of society, stage and screen; at select fashionable resorts from Hollywood to Miami; find in their Hollywood Swim Suits, complete assurance of style correctness. *Hollywoods...at the better stores.*

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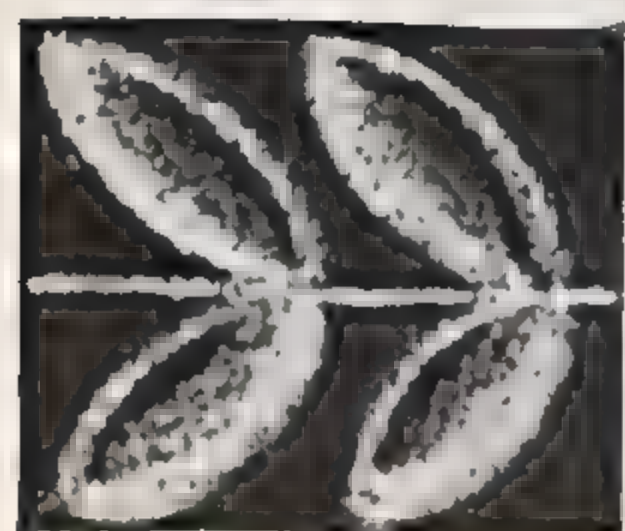


These

**I. MILLER SANDALS ARE
COOLLY WALKING AWAY
WITH FASHION'S HONORS**

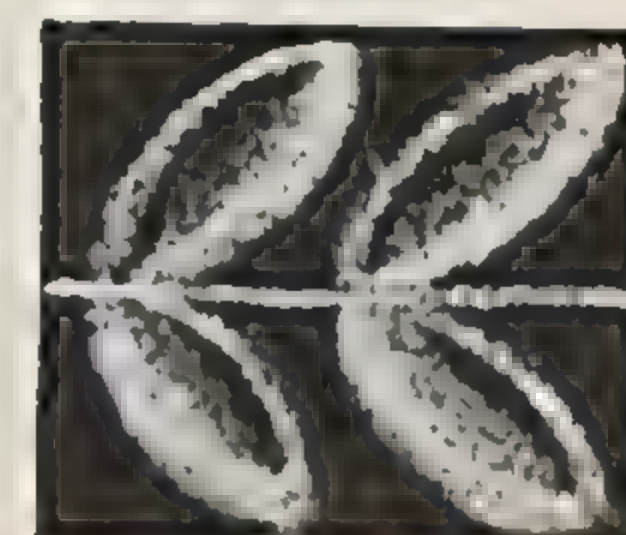
This summer is going to be just one smart sandal after the other! Wherever you go . . . whatever you do . . . you will see these airy, frivolous sandals accompanying the smartest frocks and pajamas. The newest I. Miller versions are the talk of every country club verandah! "Sevilla". . . young, completely dashing . . . comes in flowered fabric and kidskin. "Sunset" is coolly sophisticated in morocco and zephyr, a breezy new mesh. You will find I. Miller shops and agencies in all principal cities.

"Sevilla". . . the Luxurious I. Miller Sandal Stocking . . . 2.00, 2.95



I. MILLER

INSTITUTION INTERNATIONALE



*Beautiful
Shoes*



Georgette
inspired by Chanel

Printed georgette
from Irène Dana

Georgette
inspired by Patou

SULTRY days and nights may come... here are six new Déjàs cool as summer showers. Wear the tailored ones in town and for travel. The others are perfect for tea, the country club dance, or just to look pretty in on your own front porch. Déjà, you know, adapts these clever hats and frocks from the newest Paris collections, yet the price is moderate. Always \$39.50 for the dresses... the hats from \$10.



Cotton mesh and rough
straw from Mado

Viscamat after Alphonsine



Tuscan leghorn
from Florence Walton



Agnes Turban
in bouclé straw



Printed georgette dinner gown
after Molyneux



Déjà



Printed georgette
inspired by Chanel



Georgette dinner gown
suggested by Molyneux

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Beneath the shady, flattering
brim of this softly-finished
Panama milady can bask in
the knowledge that she looks
both cool and charming.
\$12.50

*Posed by Zita Johann, star of that
sensational New York success
"Tomorrow and Tomorrow."
Photograph by Grancel Fitz*



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By their sheer simplicity, these new
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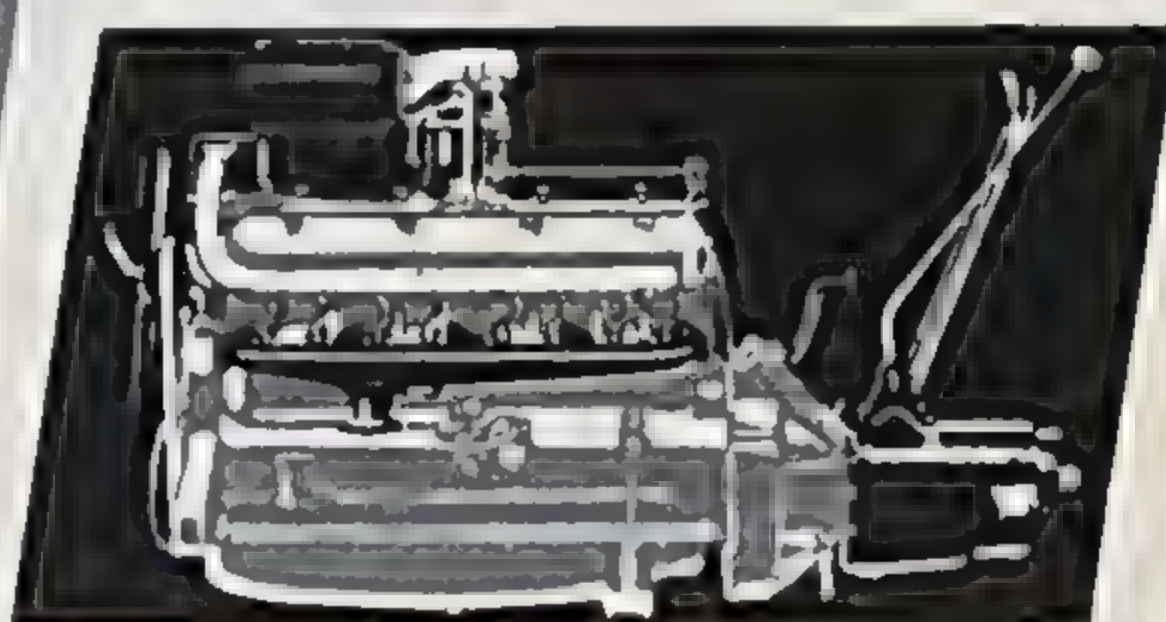
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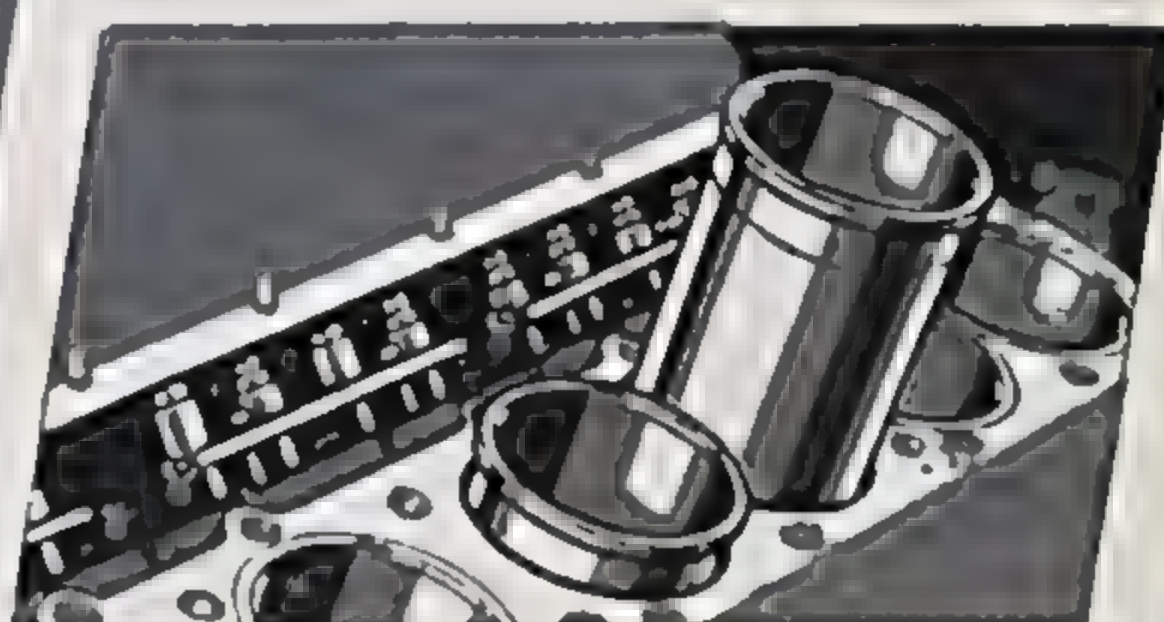
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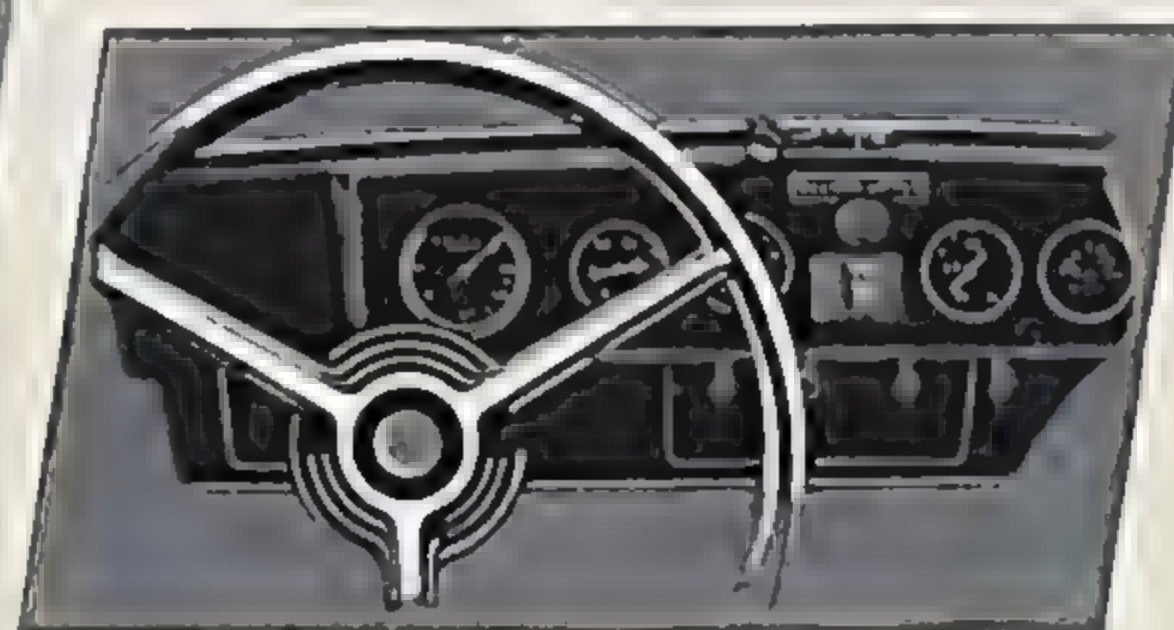


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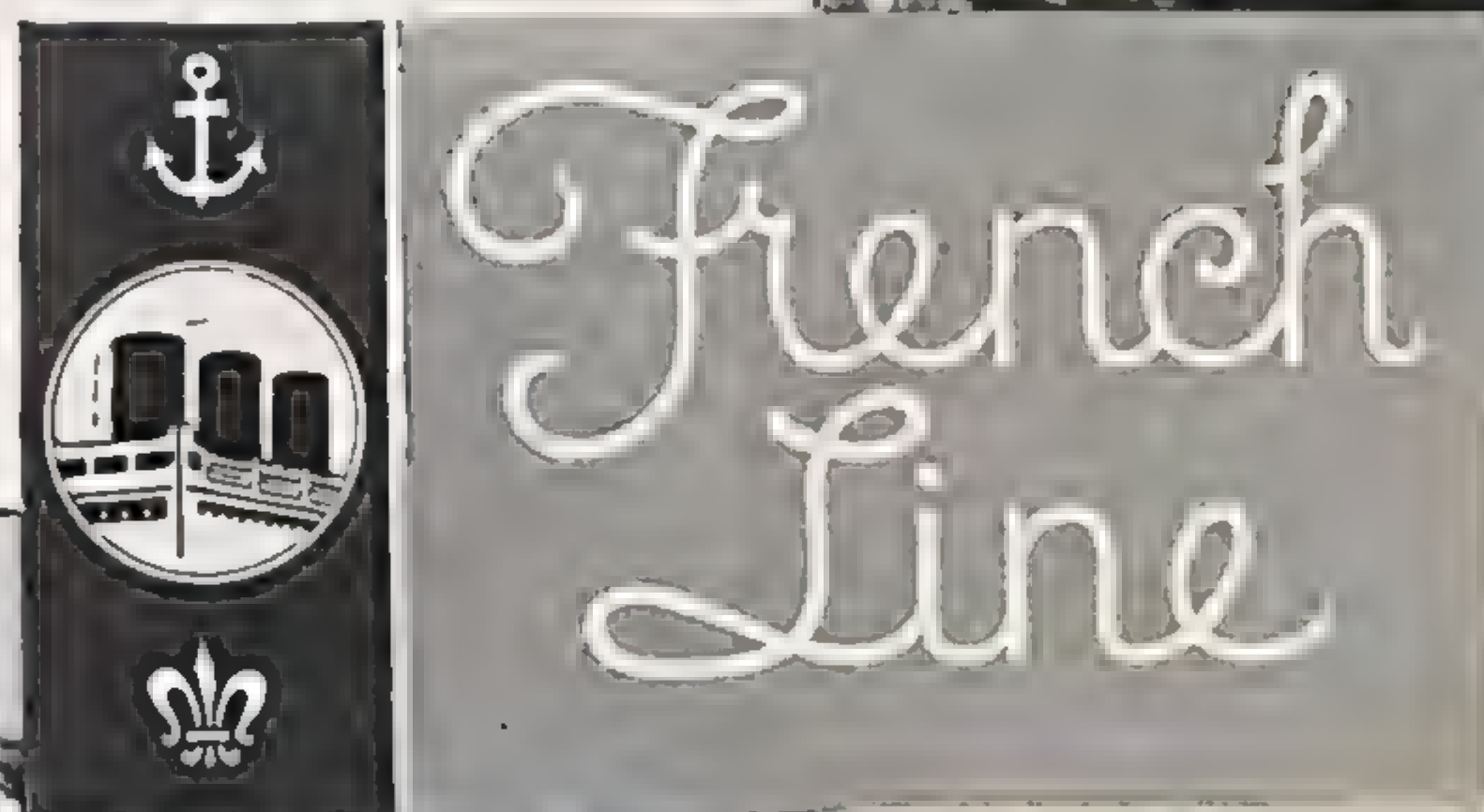
There are TWO BEST PLACES to delight in CRÊPES SUZETTE and one "place" is on any French Liner

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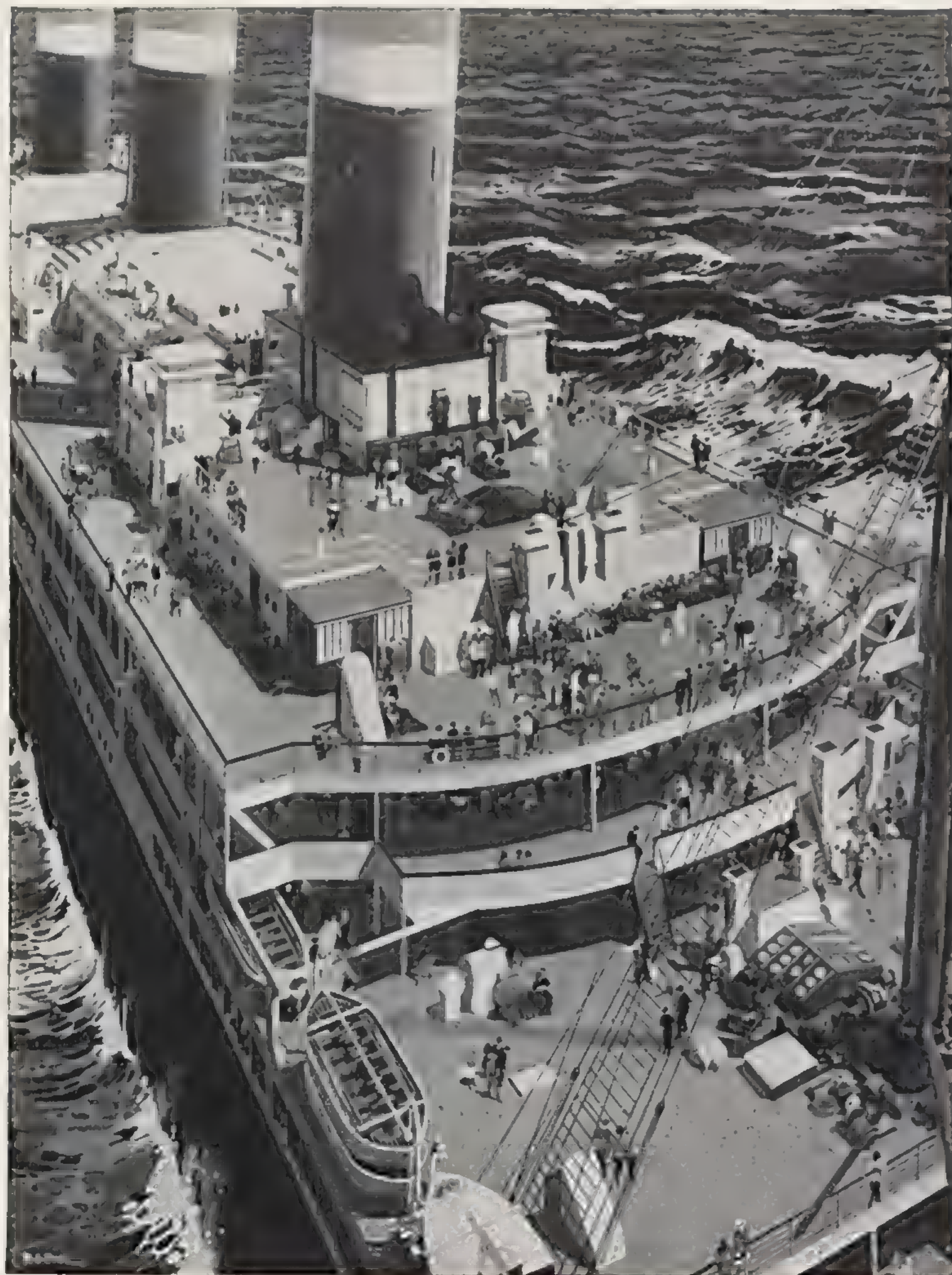


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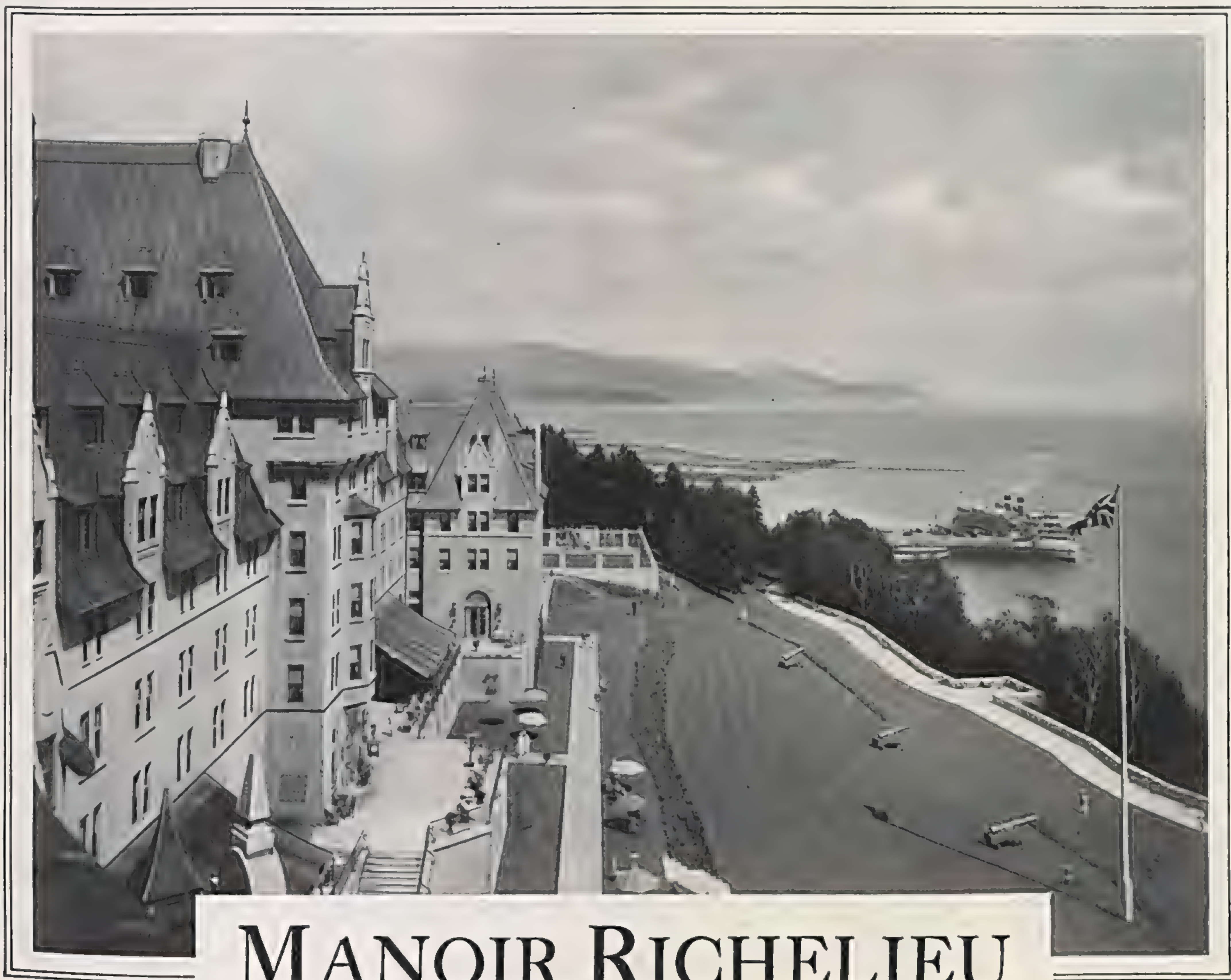
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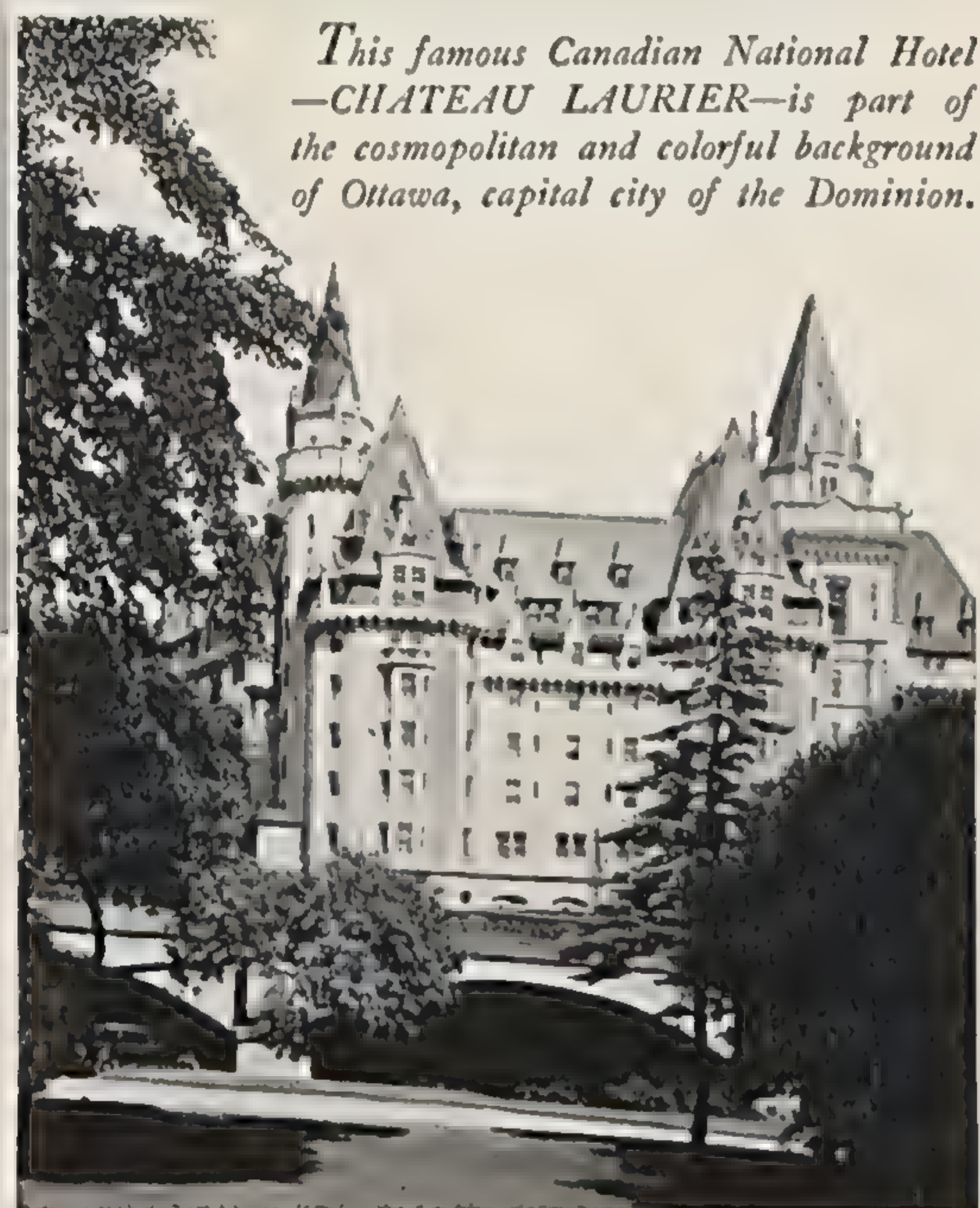


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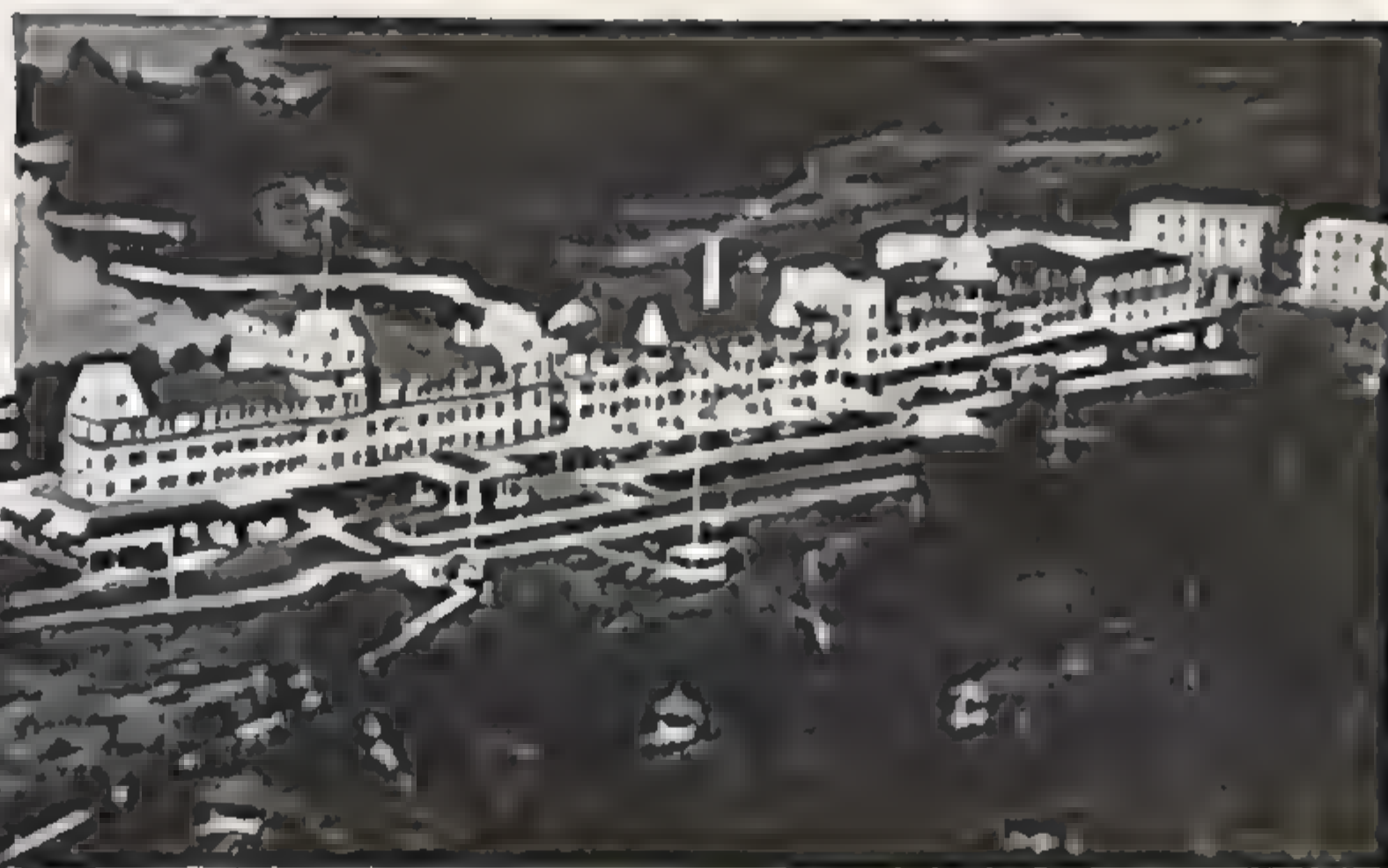
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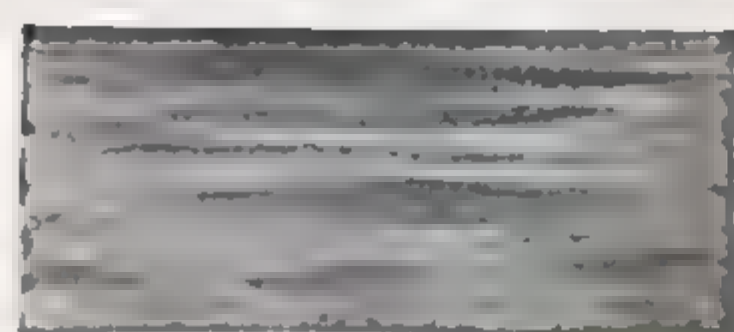


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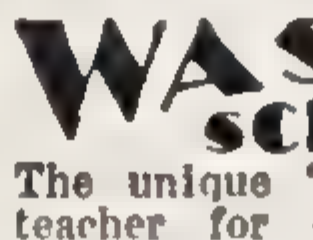
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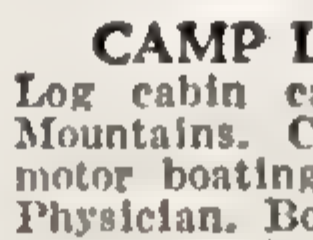
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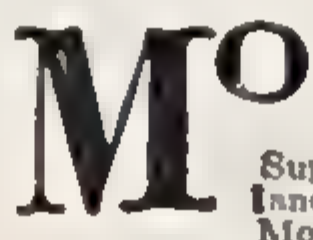
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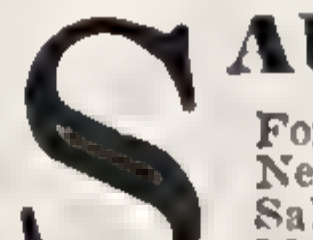
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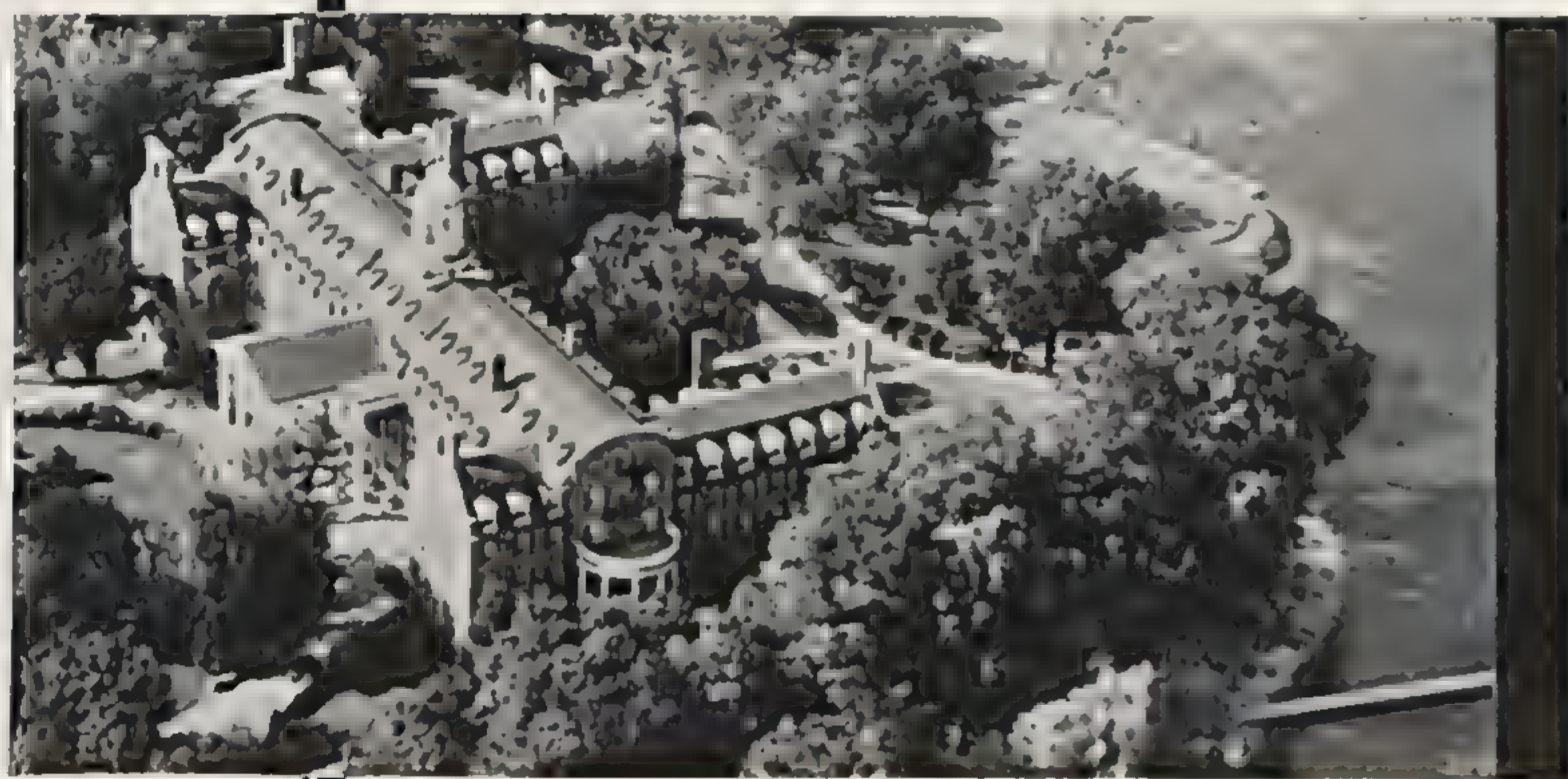
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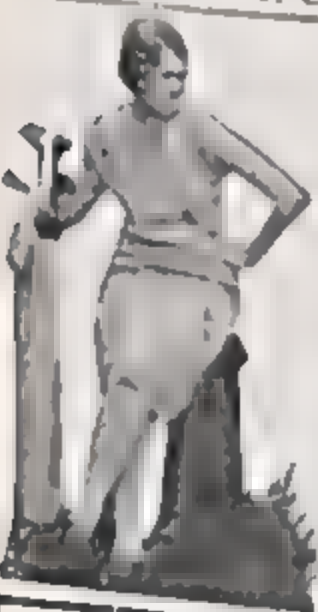


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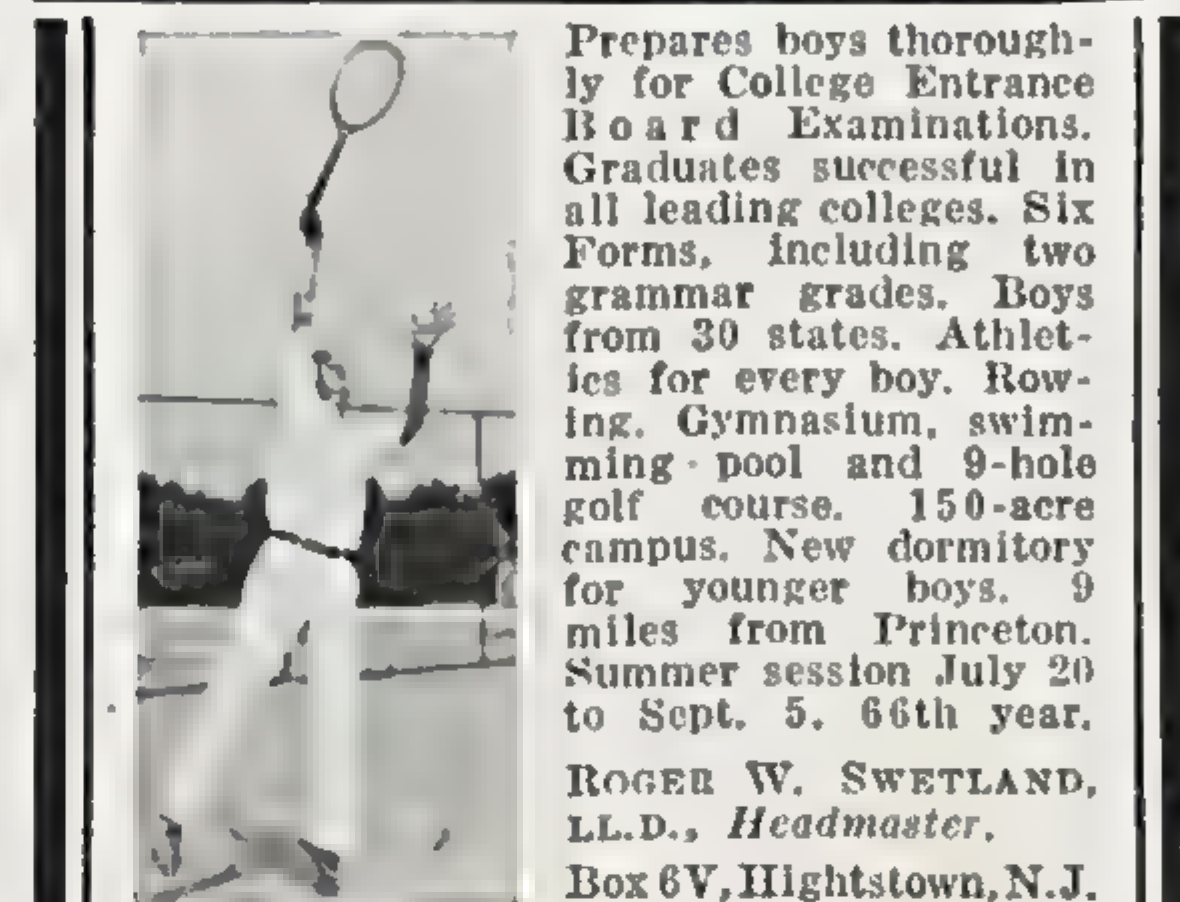
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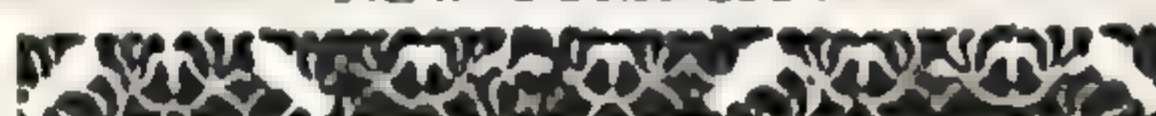


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Doyle—On April 23, to Mr. and Mrs. Luke C. Doyle (Rita Boker), a son.

Eldredge—On April 21, to Mr. and Mrs. Seneca D. Eldredge (Frances S. Brown), a son.

Fowler—On April 15, to Mr. and Mrs. Thomas Powell Fowler (Virginia Randolph Megear), a son.

Gregg—On April 3, to Mr. and Mrs. Will R. Gregg (Mary G. Allen), a son, Will R. Gregg, junior.

Nason—On April 22, to Mr. and Mrs. James R. P. Nason (Mary Harmon), a daughter, Caroline Townsend Nason.

Williams—On April 15, to Mr. and Mrs. Donald Rowe Williams (Elizabeth Peabody Winston), a son, Donald Rowe Williams, junior.

CHICAGO

Trowbridge—On April 18, to Mr. and Mrs. Calvin Durand Trowbridge (Lillias Webster), a daughter.

PHILADELPHIA

Trimble—On April 15, to Mr. and Mrs. Francis C. Trimble (Margery H. Lee), a son, Francis C. Trimble, junior.

DEATHS

NEW YORK

Davis—On April 17, Vernon M. Davis, brother of Genevieve M. Davis.

Lincoln—On April 14, Frederic Walker Lincoln, husband of Philena Prentice Lincoln.

Peabody—On April 26, Charles A. Peabody, father of Julian L. Peabody and John D. Peabody.

Roome—On April 10, Howard Le Chevalier Roome, husband of Florence Ayers Roome.

Terbell—On April 15, Joseph Bodine Terbell, husband of Gladys Green Terbell.

BALTIMORE

Whyte—On April 20, William Pinkney Whyte, husband of Camille Hammond Herbert Whyte.

PHILADELPHIA

Dercum—On April 23, Doctor Francis X. Dercum, husband of Elizabeth Comly Dercum.

WASHINGTON

Foote—On April 11, Doctor John A. Foote.

Parmelee—On April 19, James Parmelee, husband of Alice Maury Parmelee.

ENGAGEMENTS

NEW YORK

Bacon-Sargent—Miss Agnes Woolsey Bacon, daughter of Mrs. Alfred Terry Bacon, to Mr. Ziegler Sargent, son of the late Henry Bradford Sargent and Mrs. Sargent.

Browne-Livingston—Miss Marion La Bau Browne, daughter of Mrs. G. Morgan Browne, to Mr. Basil Livingston, son of Mr. and Mrs. John Christian Livingston, of Edinburgh, Scotland.

ENGAGEMENTS—Continued

Coburn-Harding—Miss Louise Gage Coburn, daughter of Mr. and Mrs. Ralph G. Coburn, to Mr. Henry K. Harding, son of Mr. and Mrs. Charles L. Harding, of Boston, Massachusetts, and Palm Beach, Florida.

Du Puy-Beers—Miss Eunice Du Puy, daughter of Mrs. William A. Atkins, to Mr. Henry N. Beers, son of Mr. and Mrs. Lucius Hart Beers.

Ely-Dole—Miss Jane Trowbridge Ely, daughter of Mr. and Mrs. Carl B. Ely, to Mr. Charles Minot Dole, son of Mr. and Mrs. Charles Thurston Dole, of Andover, Massachusetts.

Greenleaf-Sloan—Miss Joan Greenleaf, daughter of Mr. and Mrs. John C. Greenleaf, to Mr. Thomas Donaldson Sloan, junior, son of Mr. and Mrs. Thomas Donaldson Sloan, of Cedarhurst, Long Island.

Jay-de Vegh—Miss Louisa Jay, daughter of Mr. and Mrs. Pierre Jay, to Mr. Imre de Vegh, son of Mr. Charles de Vegh, of Budapest, Hungary.

Katte-Shrady—Miss Elizabeth Katte, niece of Mr. and Mrs. Edwin Godfrey Merrill, to Mr. Henry Merwin Shrady, son of the late Henry Merwin Shrady and Mrs. Shrady.

Sullivan-Bournique—Miss Isabel Place Sullivan, daughter of Mr. and Mrs. Arthur Bull Sullivan, to Mr. Paul Wells Bournique, son of Mr. Paul Nicholas Bournique, of Rye, New York.

Talbot-Leeson—Miss Evelyn Oldfield Talbot, daughter of Mrs. Harold Richmond Talbot, to Mr. Robert Leeson, of Boston, son of Mr. Robert A. Leeson, of Boston and Marblehead, Massachusetts.

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Weld-Bigelow—Miss Sylvia Weld, daughter of Mr. and Mrs. Rudolph Weld, to Mr. Albert S. Bigelow, son of Mr. and Mrs. Albert F. Bigelow, of Brookline, Massachusetts.

Winslow-Noël—Miss Theodora Marie Winslow, daughter of Rear-Admiral Cameron McRae Winslow and Mrs. Winslow, to Mr. Auguste L. Noël, son of the late Mr. and Mrs. Auguste L. Noël, of New York.

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(Continued on page 31)

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SOCIETY

(Continued from page 30)

ENGAGEMENTS—Continued

SANTA BARBARA

Wellington-Shaw—Miss Ruth Baker Wellington, daughter of Mrs. Stanwood Gray Wellington, to Mr. Francis G. Shaw, son of the late Francis G. Shaw, of Boston, Massachusetts, and Mrs. Shaw.

Wright-Alexander—Miss Katherine Wright, daughter of Mr. and Mrs. C. Irving Wright, to Mr. George Coppell Alexander, son of Mrs. Edward Lowry White, of New York, and the late Walter Alexander.

WASHINGTON

Orme-Kenny—Miss Mary Eleanor Orme, daughter of Mr. and Mrs. James W. Orme, to Mr. Nathaniel Taylor Kenny, junior.

WEDDINGS

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Bayard-Hoffman—On April 11, Mr. Louis Pintard Bayard, son of Mrs. Louis P. Bayard, and Miss Isabel Seton Hoffman, daughter of the late Lefferts Suydam Hoffman and Mrs. Hoffman.

Binney-Sturtevant—On April 15, Mr. Horace Binney, junior, son of Mr. and Mrs. Horace Binney, of New York and Newport, and Miss Constance Sturtevant, daughter of Mr. and Mrs. Edward Sturtevant.

Breckenridge-Crews—On April 11, in Saint Bartholomew's Church, Mr. Hugh Breckenridge, son of the late Roeliff M. Breckenridge, of Toronto, Canada, and Miss Elizabeth R. Crews, daughter of Mrs. Ralph Crews.

Churan-McCready—On April 18, in the Church of the Transfiguration, Mr. Charles Adelbert Churan and Miss Margaret Efner McCready, daughter of Mr. and Mrs. Thomas Leighton McCready.

Cram-Drexel—On May 5, in Saint Bartholomew's Church, Mr. Henry S. Cram and Miss Edith Kingdon Drexel, daughter of Mr. and Mrs. Anthony J. Drexel, junior.

Crocker-Armstrong—On April 21, Mr. Samuel E. M. Crocker, junior, son of Mr. and Mrs. Samuel E. M. Crocker, of Stockbridge, Massachusetts, and Miss Suzanne Armstrong, daughter of Mrs. Frederick Searles Armstrong.

Gray-Wood—On April 24, Mr. Austin Gray, son of the late John Clinton Gray, and Mrs. Teresa S. Wood.

Kilgour-Gray—On April 25, Mr. Bayard Livingston Kilgour, junior, son of Mr. Bayard Livingston Kilgour, of Cincinnati, Ohio, and Miss Kate Ellena Gray, daughter of Mrs. John S. Gray.

Langstaff-McVickar—On April 22, in Saint Peter's Church, Morristown, New Jersey, the Reverend J. Brett Langstaff, son of Doctor J. Elliot Langstaff, and Mrs. Langstaff, and Miss Phyllis Bard McVickar, daughter of Mrs. William Bard McVickar.

Leslie-Whitney—On April 18, Mr. Godfrey Leslie, son of Mr. H. G. Leslie, of Vancouver, B. C., and Miss Caroline Maxwell Whitney, daughter of Mrs. Howard Frederic Whitney.

Martin-Cromwell—On April 24, Mr. James J. F. Martin, son of the late State Senator Bernard F. Martin and Mrs. Martin, and Miss Mary Stuart Cromwell, daughter of Mr. and Mrs. J. William Cromwell, junior.

Mdivani-Van Alen—On May 15, Prince Alexis Z. Mdivani, of Paris, France, and Miss Louise Astor Van Alen, daughter of Mrs. James Laurens Van Alen.

Nichols-Bradshaw—On May 29, in Grace Church, Madison, New Jersey, Mr. J. Brooks Nichols, junior, son of Colonel J. Brooks Nichols and Mrs. Nichols, and Miss Anita Mary Bradshaw, daughter of Mr. and Mrs. Joseph P. Bradshaw.

Phillips-Buckner—On May 16, Mr. Robert Becker Phillips, junior, son of Mr. and Mrs. Robert Becker Phillips, of Paducah, Kentucky, and Miss Ruth Farlow Buckner, daughter of Mr. and Mrs. Emory R. Buckner.

Rockefeller-Watjen—On May 7, in Saint Bartholomew's Church, Mr. John Sterling Rockefeller, son of Mrs. William G. Rockefeller, and Miss Paula Watjen, daughter of Mr. and Mrs. Alexander W. Watjen, of Bremen and Berlin, Germany.

Shedd-Ely—On April 10, Mr. William Greenough Thayer Shedd, son of Mr. John M. Shedd, and Miss Elizabeth Hotchkiss Ely, daughter of Mr. and Mrs. Carl B. Ely.

BALTIMORE

Barker-Randol—On April 14, Mr. William Halsey Barker, son of Doctor Llewellyn F. Barker and Mrs. Barker, and Miss Mary Lee Randol, daughter of Mr. and Mrs. William Merwin Randol.

WEDDINGS—Continued

BOSTON

Fyffe-Williams—On May 23, Mr. Joseph Bacon Fyffe, son of Captain Joseph Fyffe, U. S. N., and Miss Mary Hunnewell Williams, daughter of Mr. and Mrs. Sydney M. Williams.

CHICAGO

Chatfield-Taylor-Benson—On April 21, Mr. Otis Chatfield-Taylor, son of Mr. Herbert C. Chatfield-Taylor, of Santa Barbara, California, and Miss Janet Benson, daughter of Mr. Alfred J. Benson and Mrs. Burr Benson, of New York.

DETROIT

Booth-Wessel—On April 24, Mr. John Lord Booth, son of Mr. Ralph H. Booth, American Minister to Copenhagen, and Miss Winifred Wessel.

PHILADELPHIA

Hollins-Elkins—On May 23, in Saint Paul's Church, Chestnut Hill, Mr. Harry B. Hollins, third, son of Mr. and Mrs. Harry B. Hollins, junior, and Miss Elizabeth Wolcott Elkins, daughter of Mr. and Mrs. William M. Elkins.

MacLeod-Johnston—On May 23, Mr. Norman MacLeod and Miss Helen Johnston, daughter of Mr. Herbert Johnston.

RICHMOND

Lambert-Williams—On May 2, in Holy Trinity Protestant Episcopal Church, Mr. Barron Proctor Lambert, son of Mrs. Helen C. Smith Lambert and the late Jordan W. Lambert, and Miss Huldah Justice Williams, daughter of Mr. Berkeley Williams.

SAINT LOUIS

Hawkins-Coxe—On April 18, Ensign David D. Hawkins, U.S.N., son of Mr. and Mrs. H. G. Hawkins, of Seattle, Washington, and Miss Ann Thomson Coxe, daughter of Colonel Alexander Bacon Coxe and Mrs. Coxe.

SAN FRANCISCO

McCormick-Tobin—On April 25, in Saint Matthew's Church, San Mateo, Mr. Ernest O. McCormick, junior, son of the late Ernest O. McCormick and Mrs. McCormick, and Miss Aileen Tobin, daughter of Mrs. Clement Tobin, of San Francisco and New York.

WEDDINGS-TO-COME

NEW YORK

Barstow-Blodgett—On May 23, Miss Peggy Kellogg Barstow, daughter of Mr. and Mrs. George Eames Barstow, junior, to Mr. Stephen Whitney Blodgett, son of the late Mr. and Mrs. William T. Blodgett.

Dominick-Thomas—On June 27, in Christ Church, Greenwich, Connecticut, Miss Antoinette P. Dominick, daughter of Mr. and Mrs. George Francis Dominick, to the Reverend James Moulton Thomas, son of Mrs. George C. Thomas, of Baltimore.

Gay-Griscom—On June 20, in Saint Andrew's Dune Church, at Southampton, Long Island, Miss Sophie Gay, daughter of Mr. and Mrs. William Otis Gay, to Mr. Bronson Winthrop Griscom, son of Mr. Lloyd C. Griscom.

Ottley-Wood—On June 12, Miss Frances E. Ottley, daughter of Mrs. James Henry Ottley, to Mr. William Boal Wood, son of Mr. and Mrs. William Wilson Wood, third, of Piqua, Ohio.

Taylor-Case—On June 4, Miss Katherine Taylor, daughter of Mr. and Mrs. Sidney B. Taylor, to Mr. George Sessions Case, junior, son of Mr. and Mrs. George Sessions Case, of Cleveland, Ohio.

BOSTON

Read-Batchelder—On June 18, Miss May Welch Read, daughter of Mr. and Mrs. Harold Wilson Read, of Cambridge, Massachusetts, and Egypt, to Mr. Samuel Lawrence Batchelder, son of Mr. and Mrs. George L. Batchelder.

Storer-Sawtelle—On June 6, in the Church of the Advent, Miss Muriel Storer, daughter of Doctor Malcolm Storer and Mrs. Storer, to Mr. Egerton Burpee Sawtelle, of Haverford, Pennsylvania.

PHILADELPHIA

Scattergood-Norris—On June 13, Miss Mary Morris Scattergood, daughter of Mr. and Mrs. J. Henry Scattergood, to Mr. Robert Fogg Norris, son of Mrs. Elizabeth F. Norris and the late Herschel A. Norris.

Wentz-Wainwright—On June 24, Miss Mary D. Wentz, daughter of Mrs. Daniel B. Wentz, to Mr. T. F. Dixon Wainwright, son of Mr. and Mrs. Clement Reeves Wainwright.

SAN FRANCISCO

Shelly-Detrick—On June 9, Miss Thelma Shelly, daughter of Mr. and Mrs. H. O. H. Shelly, to Mr. Bowie Detrick, son of Mrs. Bowie Detrick.

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We Moderns Will Wear Only Jersey,
Rajah or Linen on the Beach This Season.

Not a printed silk pyjama appeared in the Paris collections of beach costumes this season . . . not a printed silk pyjama appears in our own interesting collections . . . only the hardy fabrics are the smart ones . . . the jerseys, linens, the rajahs . . . fabrics that take to salt water and salt air in true sports fashion. Therefore to be smart, one's beach costume must be of virile fabrics.

BEACH FASHIONS—SEVENTH FLOOR

V O G U E

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SUMMER TRAVEL

Cover Design by Pagès

SUMMER TRAVEL

Vogue's-Eye View of the Mode	35
Paris—Cannes	36-39
The Colonial Exposition of Paris	42-43
Following the Honker to Alaska	46-47
New England	51
In Praise of the Wanderlust	54

PARIS FASHIONS

Last-Minute Sketches from the Riviera	40-41
Two Great Evening Costumes	48-49
Beach Clothes in Full Sail	52-53
Accessories	60-61

NEW YORK FASHIONS

The Capeline Reverses the Print	50
Making Your Point	55
The Spectrum after Dark	56-57
Travel Clothes	58-59
The Smart Woman in Her New Clothes	64-68
Pyjamas—When Are They Worn?	70-71
Window Shopping for the Beach	72
Finds of the Fortnight	74-75
Smart Foils for Low Incomes	76-77
Tips on the Shop Market	78-79
Designs for Practical Dressmaking	80, 82, 88, 90, 92

SOCIETY

Society	30-31
The Wanderings of a Gate-Crasher	69

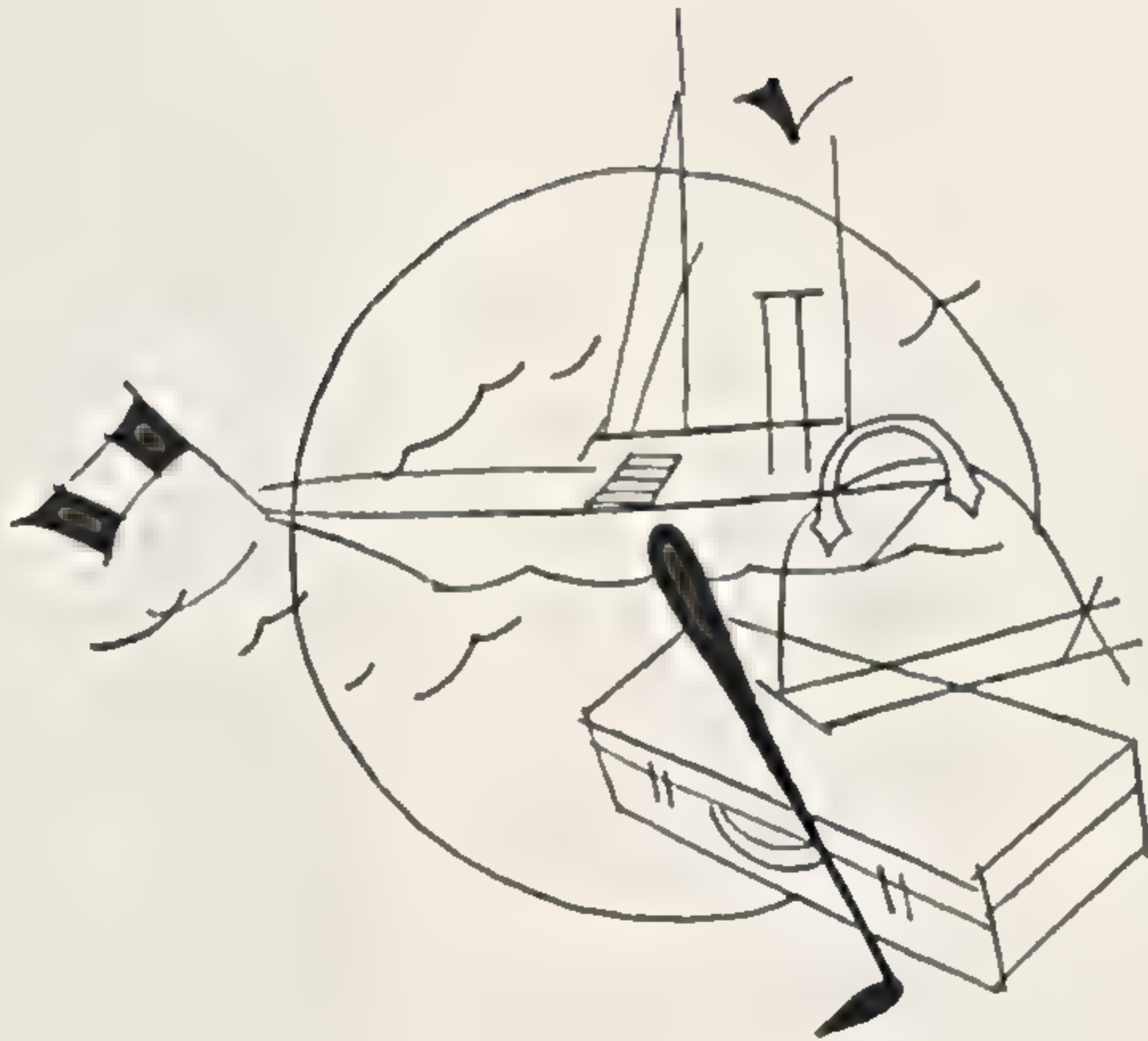
VARIETY

Facing the New Colours	44-45
Lunch for Six in a Garden	62
Discoveries for the Hostess	63
The Atlantic Beach Club	73
On Her Dressing-table	84-86

ADVERTISING SECTIONS

Shoppers' and Buyers' Guide	16
Travel	16e-21
Schools	22-29
American Shops	30-31

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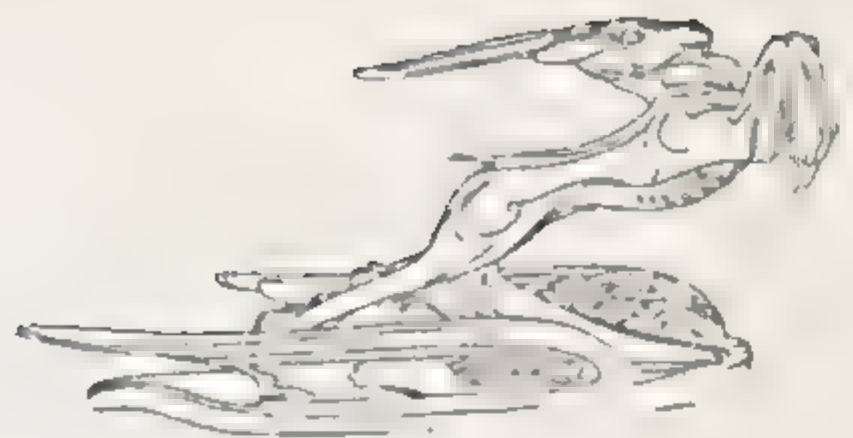
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THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH
Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



*For those
who enjoy
luxurious
travel*

YOU WANT, naturally enough, a motor car that is distinctively and favorably different from other cars—a car that you know is eminently fine, and one that is manifestly fine in the eyes of every-one else.

The Chrysler Eight De Luxe, now available in five luxurious body styles, is precisely that kind of motor car.

Before now you may have looked at moderately priced motor cars you thought were admirably smart, but—*look at this one, please.*

Before now you have ridden in moderately priced cars which seemed to be very rich and very comfortable, but we ask you—*ride in this one.*

Before now you have driven moderately priced cars you may have considered to be highly capable in performance, but again we ask you—*drive this one.*

Maybe this seems over-enthusiastic. Maybe we appear to be leading you to expect too much, even of a Chrysler. On the contrary. Chrysler Eight De Luxe fully justifies our enthusiasm. It will not disappoint your high expectations.

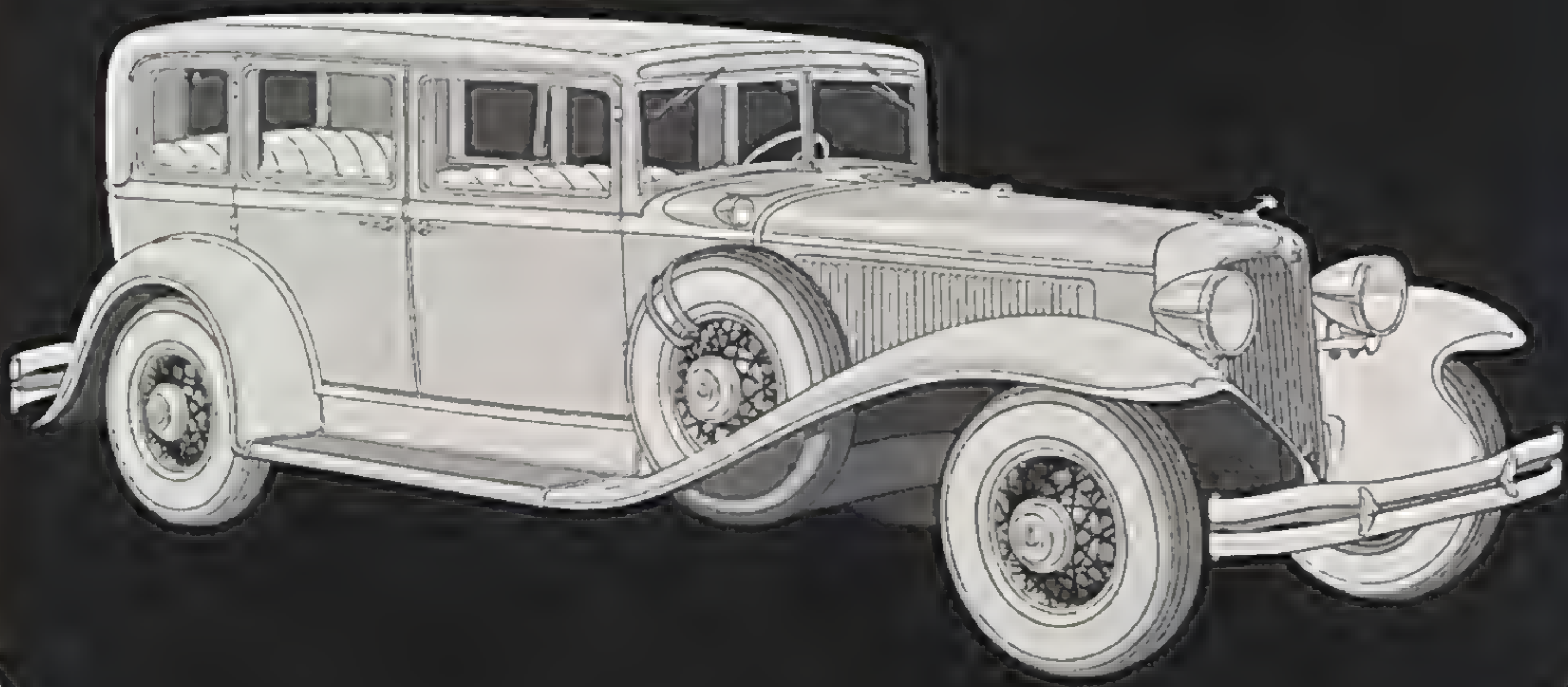
Chrysler's fine quality has gone into it. Chrysler's engineering genius has been lavished in designing it. We know the many, many tests we have given it. We know what the car will *do*. We know how it compares with other cars.

That's why we so confidently ask you to expect splendid things of the Chrysler Eight De Luxe.

This de luxe edition of the Chrysler Eight is patterned after the magnificent Chrysler Imperial Eight. It has that smart double windshield with chrome-plated frames; that lengthy sweep of line; that extremely graceful effect resulting from a low center of gravity; that visible staunchness that denotes a car of fine quality—that *aristocratic* look.

It has unusually *small wheels* and unusually *large tires*, maintaining normal road clearance, but greatly enhancing the car's smartness as well as adding much to de luxe riding comfort. Five wire wheels are standard—or four wood wheels and spare rim, if you prefer the wood.

The Chrysler Eight De Luxe



Inwardly, the Chrysler Eight De Luxe is sumptuously spaced, upholstered, trimmed and fixtured. Bedford cord upholstery of extremely rich weave and quality. Floor carpetings of high-pile luxuriousness. Soft seat backs and cushions with the deep, embracing comfort yielded by Marshall-type springs—the very finest. There are interior sun visors. Interior panels, instrument board and window mouldings are of dark walnut finish.

These are but a few of the luxurious features of the car. Bodies are large and unusually roomy, built for restfulness. And as to performance, we repeat—*just drive one.*

It is a car of de luxe *power*, de luxe *speed*, de luxe *pick-up* and de luxe *smoothness*, as well as a car of de luxe style and appointments.

Its big, quiet engine is insulated from the frame by live rubber; has a perfectly balanced crankshaft, fully counter-weighted—and generates with ease a good 95 horsepower.

Eighty miles an hour—if you want to travel at eighty miles an hour—and if you don't want to drive that fast, the power that makes this speed possible enables you to "float" along at moderate speeds without consciousness of engine effort.

A vital factor of this large car's de luxe performance is the Chrysler Multi-Range 4-speed transmission with Dual High gears. Two high gears

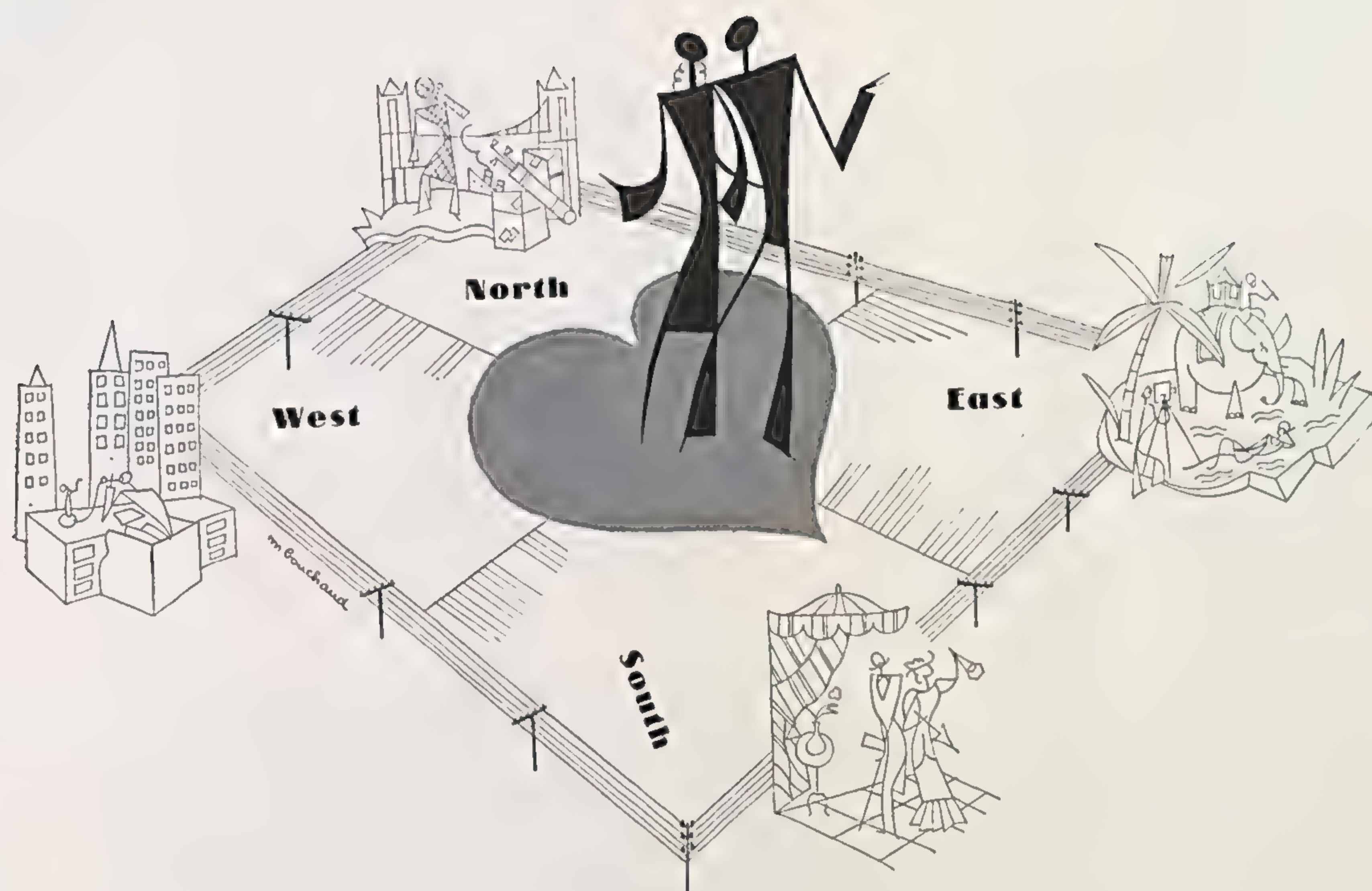
instead of one. A high gear for city driving and another for the open road. Both gears are of a patented internal-mesh design, which means that you can shift from either high to the other in an instant, at any speed, without clashing.

Drive this Chrysler and "Learn the Difference." Learn new things about pick-up. Learn new things about speed. Learn the difference in ease of handling—due to pivotal steering and internal self-equalizing hydraulic brakes.

These de luxe models of the Chrysler Eight comprise a De Luxe Sedan, a De Luxe Coupe, a De Luxe Convertible Coupe, a De Luxe Phaeton and a De Luxe Roadster—each a model you can place alongside of any other car of similar price and realize at once that Chrysler value, like Chrysler performance and Chrysler style, is on the plus side in Chrysler's favor.

DE LUXE COUPE	\$1525
DE LUXE ROADSTER	1545
DE LUXE SEDAN	1565
DE LUXE CONVERTIBLE COUPE	1585
DE LUXE PHAETON	1970

ALL PRICES F. O. B. FACTORY



Vogue's Eye View of the Mode

WE used to bring home from foreign parts peasant costumes, slips of ivy from poets' tombs, fans for our curiosity cabinets, and wearing apparel "commensurate with our station in life." Now, the loot for a trip abroad sounds a more modern note. We bring in good tweeds from Oban, hunters and a liking for old silver from Ireland, sweaters and new slang and rosy-cheeked housemaids from London. New celebrities for our dinner-tables from the boat deck. Furs and all the latest embassy scandals from Peking, a passion for Mozart from Salzburg, an interest in architecture from Sweden, a trail of admirers from the Lido, new ideas for our gardens from Spain. When we come down the home-coming gangplank, who can say where we got the zip to wear our Paris hats at that dashing new angle? How are you going to describe a new point of view to the satisfaction of a government? Who can appraise the net value of a Lido sun-burn, and what is the duty on knowing how zucchinis should be cooked, or on a summer's flirtation with a Pole? You can tax pyjamas from Paris, but not the fillip they give you. No per cent can be levied on peace of mind of Swiss extraction, or new jokes from Paris, or the latest music-hall tunes from Berlin. In fact, there is not enough room on the blanks to declare everything we bring back. So the things that really matter have the Courtesy of the Port.



The highroad to Cannes

drawn by Carl Erickson

They say you will eventually see all the richest people, all the most famous people, all the most fashionable people, at one time or another, lunching in the Casino at Cannes. Certainly you will see strange people, hunched figures wearing fortunes in emeralds, smooth, well-kept faces without any trace of expressions, and, here and there, a few well-dressed women against their favourite background. There are any number of dowdies, too, and more grey heads than there are blondes—for Cannes is not as young as it looks. It takes a good part of a lifetime to amass all the jewels you see. The big windows look out on the Mediterranean, with its sea of small craft and some of the most expensive yachts in the world



PARIS—CANNES

—942 KILOMETRES

—ROUTE NO. 7

By Beatrice Mathieu

THERE was a shining sun the day we left Paris—the bright sort of sun that seems to exist nowhere else in the world. But we weren't long past the Porte d'Italie, on the road that leads to Cannes, before it began to rain—the sort of drizzling Paris spring rain that also seems to exist nowhere else in the world. The rain-swipes began to swish across the wind-shield, the two of them swinging back and forth in perfect unison, like the arms of a tap-dancing team. The side windows of the car, covered with water, blotted out the road that was taking us through Fontainebleau. *Zut, alors!* We might as well be back in Paris!

"Saulieu—Hôtel de la Poste—English Spoken—Garage." This was the sign that first convinced us we were actually down to serious *tourisme*. There is a perfect picture of contrast in the two phrases: *Hôtel de la Poste* and *Garage*. The ancient and modern France, side by side . . . shades of stage-coaches lurking behind sixteen-cylinder automobiles . . . Louis-Philippe façades with pseudo-"modern" interiors . . . hundred-year-old hand-carved ceiling beams and steam heat . . . hair piled into high chignons, held by side-combs, and permanent waves in the Garbo manner—you'll find them all mixed up in the auberges and inns that mark the motor highways of France.

Hunt out a roadside stopping place older than your grandmother, in a town not much bigger than a subway station, and you'll look in vain for the bowl-and-pitcher arrangements of yesterday. There'll be one inn, with restaurant combined, and a *cuisine* as excellent as any on the *Champs-Élysées*. There may be a telephone on your bedside table, a bath for every bedroom.

Look out your window, and you'll see, on one side, an old-fashioned cobbler's shop selling wooden *sabots* and brooms made out of twigs, right across the street from the Standard Oil gas station, with Hispanos lined up. You'll find France going modern quickly. You may have as much of the "quaint" as you like nowadays, but you'll not be made to suffer to have it.

It is a lesson we learned early, at Saulieu. Driving into the old courtyard, which leads to what is now the garage, we passed two very pink and very protesting pigs, being driven somewhere by the old-fashioned method of a long walk, urged on by taps of a stick. The dirt court (swept clean), the half-timbered walls of the building, and the sheltered doorways looked their centuries of age; but the *chasseur* wore a bright cap and buttons uniform, and the porters, in striped vests, led us into an interior newly installed with fittings and furniture that would be classified in our own country as of the Grand Rapids school. The fine old beams, which have supported the building for decades, had been recently painted out of sight; there were a *bar américain*, a phonograph with new records, and the current favourites in small gambling machines.

But, no matter, there are no incongruities in the food. They say the menu hasn't changed much in years. There is always the dinner of seven courses; you'll find yourself refusing none of them, from the *potage cultivateur* down to their famous almond-cake, spread thick with the *crème fraîche du pays*. None of your hurry-up, on-your-way meals for Saulieu. Dinner is never prepared when you arrive; nothing is done on the wholesale plan. But there are ovens always ready; no matter what hour you drop off the road, there are chicken fresh and ready to be cooked, fresh trout ready to simmer in black butter, crawfish to be fried in deep fat in their own special way, which has been the Saulieu way for heaven knows how many generations—a family recipe.

Once on the road again, you'll vow to cling henceforth to correct travelling diets—soup, perhaps, and salad and fruits. There is no point, you'll say to yourself, in gorging at every stop.

That is—until you arrive at Mâcon.

How can I tell you about Mâcon, and the strange homeliness of its hotel on the banks of the Saône, and about the Burtin family, and the food that must surely be the pearl of all French cookery? I feel guilty broadcasting their story. It is a tidbit that should be kept for a few choice friends or else featured the world over in some fantastic cinema.

Of Mâcon itself, there is little that I know to tell you. It's approximately two hundred and fifty miles from Paris; it's a cosy little place with houses touching elbows along a river bank; Lamartine was born there, and his natal house still stands in the *rue des Ursulines*. But for us (and for you and you), Mâcon exists solely behind the doors of the inn whose broad-shouldered sign reads *Hôtel de l'Europe et d'Angleterre*.

We sensed something unusual as we drove in—under an archway and into a court. Three young boys, in chef hats, were clustered around a table, peeling at some vegetables. Though we were in the centre of the Bourbonnais district, the whole set looked like Normandy. Once inside the dining-room, there were other strange contrasts; the dull white walls and blue-upholstered chairs looked less like a central France restaurant than an Alsatian railway station. There were no menus; we were told what constituted the luncheon in a throaty accent that we barely understood at first.

Luncheon began with two kinds of *pâté*—both sliced from loaves about the size of bread. One, in a pastry casing, was hot; the other, of satin-smooth goose liver and truffles, cool. The



THE BURTINS—ONCE COOKS FOR THE KAISER

sole, cooked *meunière*, showed traces of neither bones nor oil. One tiny lamb chop, no bigger than a dollar, with a ruffled paper cuff; pease, two kinds of mushrooms—only a spoonful for each person—a perfect proportion. Salad, three cheeses. Then an extra table, as large as our own, was brought over and the deserts arrived—almond pastry, in slices alternating with cream . . . chocolate pudding, with added bowls of *crème fraîche* . . . mounds of fruit . . . chocolates and stuffed dates . . . and, finally, the hot tray of *crêpes suzette*, paper thin, and steaming in their orange-flavoured liquor.

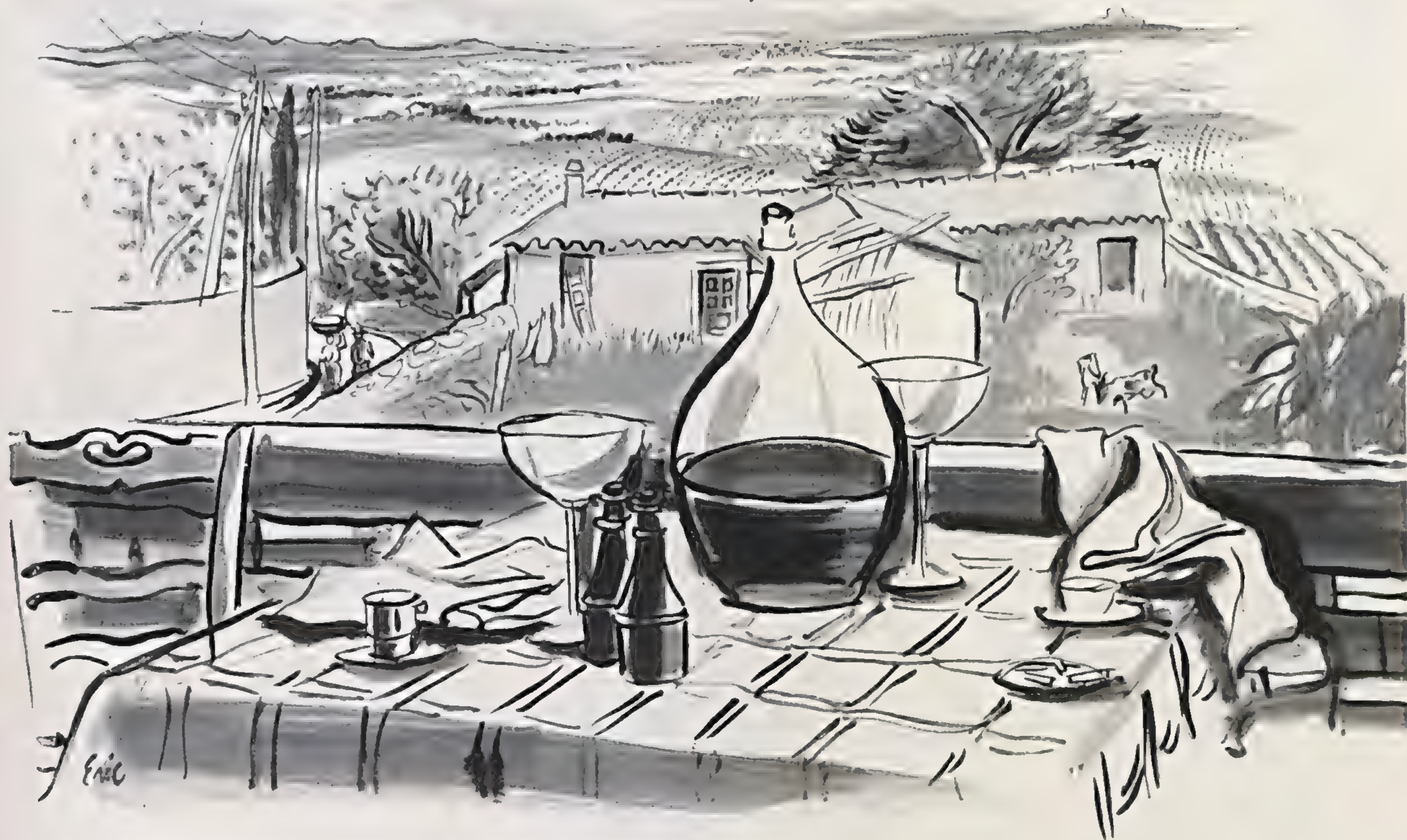
Dinner began—but I dare not go on. Just remember to ask for the special treat of *bécasse* (we had to ask—it means snipe, and has the wild-game taste of some kind of steak). For breakfast, there was South African Cape grapefruit, with skin the colour of an orange. The *valet-de-chambre* brings in your tray with the huge coffee cup steaming with hot water, to keep it warm.

It was easy to guess, then, that the *Hôtel de l'Europe et d'Angleterre*, in spite of its grandiose name, is a family affair. Burtin, *père*, who cooked for the Kaiser and the Crown Prince, is chef, and there is a younger son, now doing military service, who is said to know how to cook "*aussi bien que papa*." Burtin, *fil*s, looking more Scandinavian than French, with his blond hair and red cheeks, is *maître d'hôtel*.

The elder Burtin is an artist, he says, not a business man; and you can well believe him. He is listed in no motor guides, but his household is always filled. Twice a year, the place is closed up tight for three weeks, while the family goes on holiday—no matter how rushing business may



SAULIEU—THROUGH THE WIND-SHIELD



A GLIMPSE OF AVIGNON OVER THE MAMMOTH BRANDY BOTTLE AT CHEZ LA MÈRE GERMAINE

be, nothing alters that plan. He has been offered millions of francs, he says, to go to America, but what good would they do towards making his life and his family's life busy and happy? After all, what good? We agreed with him. As things are, he is Monsieur Burtin, of Mâcon, and the world comes to his door.

But there are other gastronomic adventures along the road that leads to Cannes. A few hours beyond Mâcon, there is the town of Vienne, with its old, old Restaurant Pyramide. Again, the same story—a fine old building deserted for a new, modern one, with elaborately equipped 1931 kitchens. But the famous *plat du jour* is still cooked in the same old-fashioned way—boiled to unbelievable tenderness in vegetables of all sorts and a generous touch of garlic.

After Vienne, both the road and the ride become fantastic, fanciful. The trees, lining and shading and protecting the motor road from winds and storms, follow you everywhere. They are pale grey with dust and look like phantoms; at night, they seem to have been cut

from paper and held in place by strings. Small villages, whose curving, winding main streets are part of the motor road, look like sets for second acts. Inns and hotels, restaurants and bars seem to pop up out of nowhere—fantasies suddenly wished into being.

You pass through a small town, Valence, and find a liveried *chasseur* outside its main hotel, advising you that rooms and meals must be arranged for in advance; through Montélimar, where French nougat is made—the signs “Nougat—Nougat—Nougat” scream at you from every doorway, in all colours and shapes, in paint and in electric lights, as if the village were shouting some huge joke at the hurrying passer-by. Then you arrive at Châteauneuf-du-Pape, that famed centre of the Rhône wine country.

The hotel, Chez la Mère Germaine, has a dining-terrace that overlooks first a barnyard, then long stretches of vineyards, to a shadowy peak in the distance, which turns out to be the Palais des Papes, at Avignon. Right at your left hand is the famous *clos*, (Continued on page 114)



SAULIEU'S BRASS SCALE



Last-minute sketches from the Riviera



flowered chiffon
bolero



green chiffon
Scarf -
black dress
red evening bag.



green-dotted
black chiffon
jacket



red lace -
black shoes +
gloves

black +
white



black velvet
white ermine

Around the fifty-louis tables at Cannes



BARRÉ

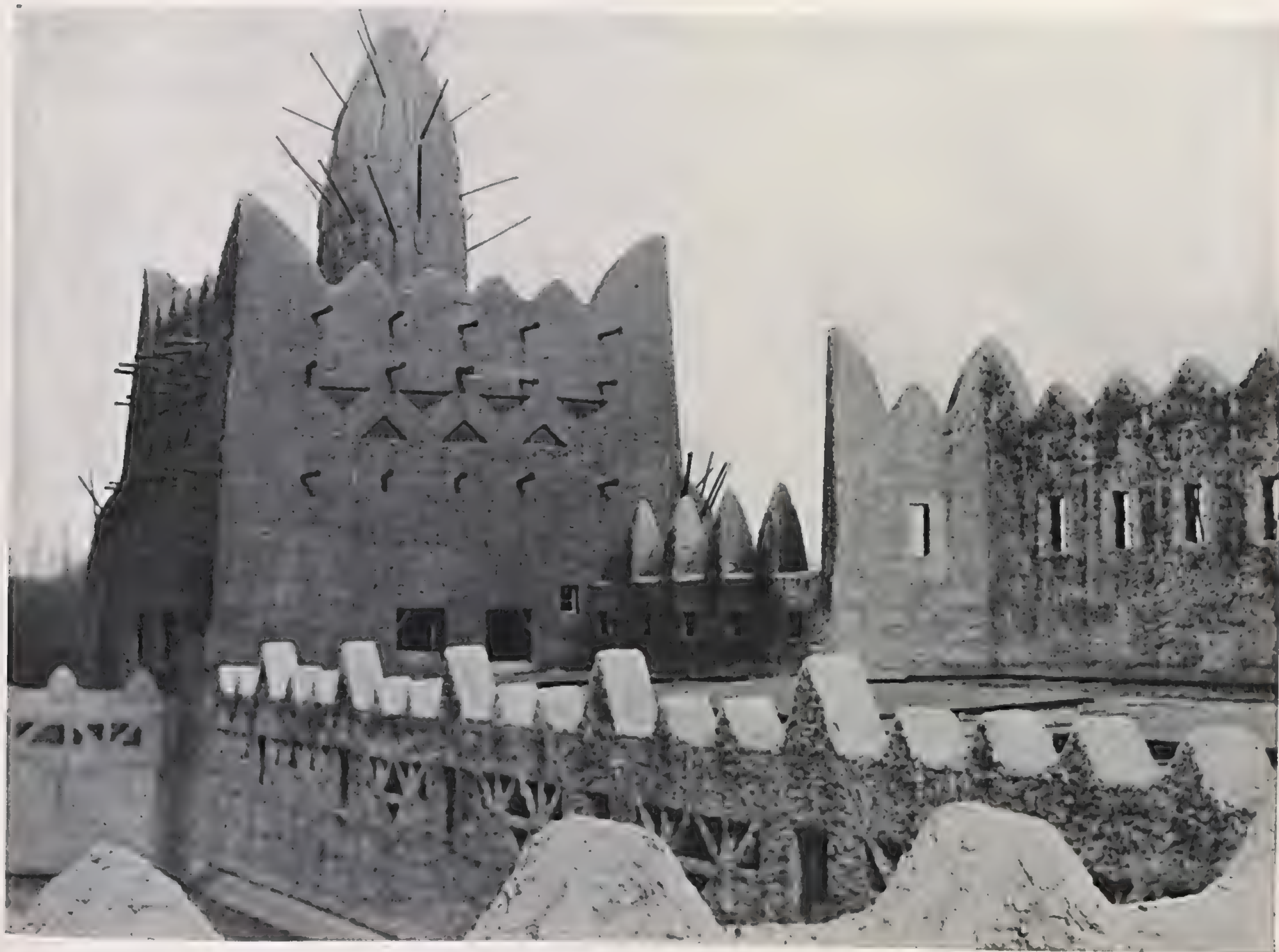


Not much more than a stone's throw from the Paris Opéra rises this high, pink "Tour des Burcranes" of the Madagascar Palace—one of the life-size reproductions of the Colonial Exposition. It is crowned by four bull heads and designed by Monsieur Gabriel Veissière

At the left is shown the palace that will remain after the Exposition as a permanent overseas museum. In its frieze—one of the largest in the world—Monsieur Janniot has synthesized the life of the French Colonial empire. Messieurs Jausely and Laprade, architects

An entire district of French West Africa (opposite page, top) has been constructed before the eyes of Paris—reddish walls, massive towers, twisted streets. Messieurs Olivier and Lambert have made the locale so convincing, all that is lacking are burnous-clad figures

Angkor-Vat, in all its glory (opposite page, below) rises as naturally from the Bois de Vincennes as from its jungles in Indo-China. Messieurs Blanche have created this reproduction of the Asiatic wonder and endowed it with a patina that only Time, supposedly, induces



The Colonial International Exposition of Paris

A FRENCHMAN (at least, so the Englishman says) is a man who eats vast quantities of bread, who wears national decorations in his lapel, and who knows little geography. He hadn't realized, for example, when he sent an expedition to drive pirates off the Algerian coast that a colony, bigger than all Europe, would bob up a hundred years later speaking some version of his own beloved language and singing the *Marseillaise* as lustily as himself. He stands now in the midst of his own Colonial Exposition, open-mouthed with pride and wonder at his own chicks come home to roost. He has discovered, right in his own family circle, strength and beauty he never dreamed of. The Exposition is the perfect geography lesson. The posters call it a "Tour du Monde en Un Jour." Within fifteen minutes of the Paris Opéra, you are suddenly transplanted to far colonial lands—to jungles of Africa, to palaces of Angkor, into whole villages of Congo huts, to Chinese temples, and even to the buildings of our own Mount Vernon—all looking as old as their original versions—in the verdant setting of the Bois de Vincennes where last summer family parties picnicked and young bloods junketed on French Sundays.



HOYNINGEN-HUENÉ, PARIS



FACING THE NEW COLOURS

EVERY new fashion, this year, has arrived with colours flying! As all the world knows by now, the most important news is written down boldly in black and white, and new colours are splashed all over the mode. We are revelling in our opalescent-yellows and greens, geranium-reds, skipper-blues, and new pinks, and blessing a mode that allows us to put three or four colours together, where only one or two have gone before. But there is one vital thing that we must do to make a success of this mode of many colours, and that is meet it face to face!

The old complexion, the one we have known in the mirror for lo!, these many years, is not going to suffice in this galaxy of hues—not, that is, if we want to wear these colours with the greatest possible success. For the things that the proper use of cosmetics can do for the new colours is something to make us sit up and take notice. Of course, a rule that says wear “scarlet” rouge with one colour or “coral” lipstick with another is no rule at all, because our individual colourings differ so greatly. But there are certain general principles about make-up in relation to specific colours that make all the difference in the world in how we look in these colours. Furthermore, with the help of the perfect make-up, a colour that you have secretly coveted all your life, but sternly denied yourself as unbecoming, can become yours forever.

Let us begin with yellow, not only because it is one of the first colours of the season, but because it is a colour that is not generally considered easy to wear. In making up for yellow, the fundamental idea is to deny all yellow tones in the skin itself. Elizabeth Arden created the evening make-up to complement the gown in Patou-yellow that appears on the facing page. The powder is lavender and gives

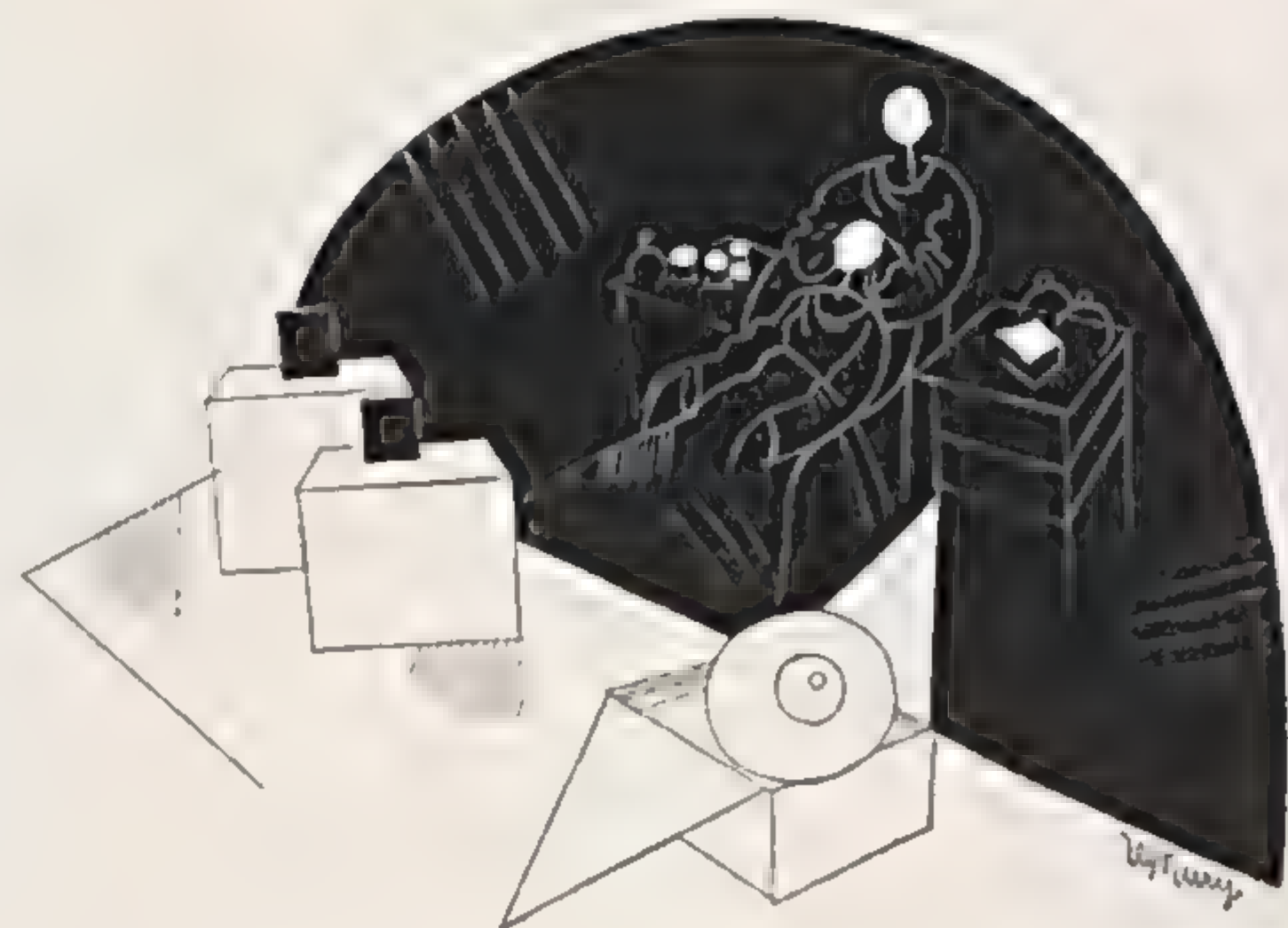
a luminous finish to the skin, receding all yellow. The cheek rouge is light and rosy in cast, and the lipstick is vivid, minus any orange note, which would be fatal with yellow. The double use of eye shadow is a special Elizabeth Arden trick that is remarkably effective. A very light brown shadow is shaded over the entire lid and then, directly over the iris, is placed a soft point of second shadow, lavender in this instance, or it might be green shadow for brownish eyes or blue for blue eyes. The lavender powder is primarily for evening, but so important is it in counteracting the yellow of the skin that, when yellow is worn in the daytime, a faint dusting of the lavender powder can well be applied over regular daytime powder.

Until this season brought it into the mode again, grey was being pigeonholed as an “old lady’s colour,” while older women repudiated it for themselves on the ground that they couldn’t wear grey with grey hair, without adding years to their faces. All this is too bad, because a grey- or white-haired woman is charming in grey, when she wears it correctly; that is to say, when her make-up is perfect. The thing about grey is that it drains the natural colour from the face, and your make-up for it—no matter what your years or hair may be—must skilfully restore this stolen colour. On the facing page, Dorothy Gray has made up a grey-haired lady wearing grey as she should be made up. The powder has a slight roseate cast, and the rouge approximates as nearly as possible the natural flush of the skin. The lipstick for this is on a soft, less bright cast, and the eye shadow is a lovely bluish grey by day and might be blue by night. If the white- or grey-haired woman has lavender rinses for her hair, lavender eye shadow is a subtle complement.

Since every one in the world is wearing white at some time or another this year, make-up is terribly important. The point to remember about white is that it has an amazing faculty of accentuating your own colouring as

Nature has given it to you, and the first duty of make-up is to counteract any defects that may exist. If you haven’t enough natural colour, it absolutely must be supplied. A too pale face, with white, looks dull, not luminous. If there are shadows beneath the eyes (put there by Nature or fatigue, mayhap, but never, never intentionally!), they should be counteracted by skilful application of shadow on the upper lids. White can stand more make-up than any other hue in the spectrum, due to its own negative quality. That is one reason why it is loveliest at night, when we can be more generous with rouge or when we are sunburned and have a wealth of natural colour.

As for black, the other colourless colour, this, like grey, steals the natural colour from the face, but in a much more kindly way, for black is one of the most generally flattering of colours and an easy one to make up to. You can determine for yourself whether it is more becoming for you to accentuate the pallor black creates or to use it as a background for a rosy make-up. Any rouges go with black, and eye shadow needs only to be becoming to be effective. The chief thing is to have the skin itself light—witness, again, the instance of sunburn, with which black is almost never good. Orchid powder is especially lovely in creating a luminous effect at night. One reason that these lavender-hued powders are so effective under artificial light is that the (Continued on page 104)



Complexion by Dorothy Gray
For the wearing of the grey



Complexion by Elizabeth Arden
To complement the new yellows



Douglas Burden, who is a great enthusiast of this North country, is snapped here on a shooting trip in Alaska, with a magnificent trophy of a day's shoot. The shack, also heavily laden down with trophies, is the one at Skilak Lake, which he made his headquarters during his trip



NEAR CORDOVA, ALASKA, FLOWERS COVER THE MOUNTAINSIDES

JOHN KABEL

FOLLOWING the HONKER TO ALASKA

by **Ilia A. Tolstoy**

THE books, the plays, and the stories of our grandfathers have carried the lure of the frontier to our own days of paved streets and subways. This highly civilized world which encloses our real beings amid complications and worries was not made by the Power that made us, and the mountains, the flowers, and the wild game. But, since we are irrevocably enmeshed in it and there is no way back, the only answer is to seek, wherever the opportunity offers, the life of the open field.

When the craving to be on the trails again is hardly bearable, when the buds are swollen and the honker wings his way North, we turn restlessly to the old globe. We spin it once, twice, and many times. I did just this last spring and found so many different places where I wanted to go, and all of them so far apart, that I gave it up and followed the honker. He brought me to a land way up North—a land that is neither more nor less than one-fifth the size of the United States; a land that combines the beauty of Switzerland, Norway, and Sweden, namely, the untouched peninsula of the midnight sun, "The Alakshak," or the great land we call Alaska.

We lose little time in reaching the Pacific coast. There, the inland water passage will take us along the winding shores, where an occasional deer will glance at the boat as it glides by over the surface. This passage leads us into an ever-increasingly fascinating land, where the dense timber with its deadfalls entangled under a heavy carpet of moss—reminiscent of the jungle—emerges above in flower-covered slopes that sweep up higher still to summits of snow and ice. Look into a fiord as we go by—a cloud is suspended between sea and mountain top—Norway is forgotten.

Soon we begin to lose faith in the powers of darkness as the advance of summer daylight lingers ever longer on the land. Come over to the starboard side a moment as our boat slows down and let us glance at the ice-wall just exposed to view around a mountain shoulder. For tens of thousands of years, this icy stream has been flowing to the sea. It may be five miles wide, one hundred miles long, and three hundred feet thick, and yet, slowly and inexorably, it grinds its way to salt water, where, melting and breaking off with thunderous roar, it splits in giant blocks that float away as icebergs, while the seals resting here and there sun themselves undisturbed. (Continued on page 112)



FLYING TO MOUNT MCKINLEY



A PACK TRIP IN MOUNT MCKINLEY NATIONAL PARK



THE PACK TRAIN STOPS FOR A REST



VIONNET—SAKS-FIFTH AVENUE

Two of the great evening costumes of the year



One of the master Vionnets of the season, "6275," this extremely long white evening coat (opposite page) stands out among the jackets round about. The fluid marocain closes in at the neck and wrists, settles in at the waist, and sweeps down to the heels, enveloping you from top to toe. Pure gala here, but just as smart and more discreet in dark velvet

Full dress is too dressy, afternoon dress too dull for the great white way of New York night-life, from dinner in a restaurant till dawn. A dress with a gleaming black satin skirt, a dull white satin surplice top, cut sleeveless and moderately low in back, plus a white satin jacket edged with a band of black fox hits the nail on the head. It is Patou's "Romanesque"



CECIL BEATON

The capeline reverses the print

- When the white is bold in a black-and-white print dress (Saks-Fifth Avenue), tone it down with black gloves and a Louise Bourbon capeline of black milan, trimmed with angelskin ribbon; Bendel
- When a dark colour predominates, lighten up this navy-and-white Chanel print with white jewellery and Talbot's white Panama capeline with the shallowest of crowns; Hattie Carnegie

NEW ENGLAND

Motoring and antiquing up state

THERE are many ways in which New England may be approached. There is the grand manner in which one sweeps by boat, motor, or plane to Newport. There is the spirit of levity in which one approaches New London on the week-end of the Harvard-Yale boat-races. But, of all the many ways in which one may approach the cradle of the nation, not the least is the amateur's spirit, the spirit of affection, antiquing, and general New Englandophilia that brings people each summer from South, West, and all sorts of esoteric points. For, besides the quaintness and still-rustic sweetness that pervades New England like a faint scent, there is the undeniably brilliant landscaping effected by the glaciers and God, when they put beaches half a mile from meadows and good sites for golf-links next to deep woods.

Supposing that you are one of the wise and have the above-mentioned approach toward the Six States and that you mean to do a little approaching this summer, there are four main routes that cover the types of country to be found in New England. Filling stations will give you other names for these routes; they will speak learnedly of Route 28-A branching off sharp to the right at Braintree, but, for the sake of simplicity and clarity, we shall design and name our own routes for these suggested motor-trips. For, when you speak of travelling in New England, you speak of motoring. Without a car, you can't get back into the deep country and see the hidden nuggets of beauty, like the seven Georgian brick houses to be discovered in Townsend, Massachusetts.

Let us talk first about Route A. This is the road that shoots straight up the west side of Connecticut, Massachusetts, and Vermont. You drive up steep hills, those called the Berkshires, and whirl down the other side, while the bumpy landscape presents that extraordinary effect, only to be seen in mountains, of being part in strong sunlight and part in purple shadow. One of the beauties of driving up into New England is that the country is reached almost immediately and ever after retained. There are few

smoky factory towns, and they do not struggle out beyond the bounds of the town. It is fascinating to come, as you often do, upon a small brick factory carrying on its manufacture of shoe tongues or like merchandise by the side of a noisy waterfall, deep in the woods, and several miles from the nearest railroad.

At Stockbridge, a fair day's drive from New York, you can put up at the Red Lion, a famous tavern with excellent food. If you are wise, you will go to see Miss Choate's famous and historic house full of priceless treasures. All this hilly country is patched with bottle-green woods and dappled with chartreuse-green meadows, and its early mornings are the loveliest and the freshest in the world. At Pittsfield, the larger town near-by, there is a very good shop for antiques, that of Miss Leonora O'Herron, on South Street. In spite of the tiny size of New England, the contents of its antique stores are amusingly diversified.

Further north on our own Route A is Williamstown, where the college is. The Williams Inn is very good, and the countryside is of the same mellow beeloud sort as that a little further south, but less hilly. If you drive on, next morning through the mist that clings to your skin and makes it feel damp and good, you will soon cross the border into Vermont and come to little Manchester, where the Equinox is the place to stop for the night, early enough so that you will have time for golf or a walk and a flavour of the colder, spicier air of Vermont. Vermont is one of the states that have kept that funny, naïve atmosphere that you used to find in all New England. In any town, ten years ago, you would be fed apple-pie, doughnuts, and milk warm from the cow, for breakfast, and take a candle up to bed with you at night. Vermont keeps a little of this old taste. The creeks run colder and bluer than anywhere else in New England.

At Woodstock, higher up on the course, are the Woodstock Inn and the White Cupboard shop for antiques. Woodstock is by way of being one of the few artists' colonies in the world that are filled with nice artists that paint their



red barns and gnarled apple-trees, peaceably, quietly, without noise of shouting about the dishonesty of dealers or the gaudy flash of tie-and-die.

Burlington is near-by, and there is to be found Milk's Antique Store. And, in Burlington, the top notch of Route A, we leave you, to get back to New York as best you may, or perhaps to give up all thoughts of the busy marts of commerce and simply stay in Vermont until you become old and knotted like the apple-trees.

Route B starts off in an easterly direction, makes for Providence and Rhode Island, and runs into Cape Cod and out to its end. An easy four-hours' drive from New York brings you hot and sated with the traffic in and around New Haven, to Old Lyme, where the Boxwood Manor will stay you with lunch and comfort you with shade. If you are too weary, you may stay the night, but, if you still feel energetic, you may push on to New London, where the sight of the good old Griswold on the Groton side of the Thames will remind you of many a boat-race night. It is still not out of the question to drive on to Watch Hill, the summer place where people fall in love at least three times quicker and harder than at any other summer resort on the Atlantic Coast. The place to stay is called the Ocean House.

Next day, start out on an antiquing bout in Rhode Island. In Wakefield, in the heart of the loveliest, sunniest, saltiest part (Continued on page 94)

BEACH CLOTHES IN FULL SAIL

NEVER was anything so—so inevitable as the beach pyjamas this year. You get into them with a happy little sigh of content. These, you feel, are the clothes Nature really intended you to wear. The clothes in which you feel yourself. No chi-chi and no shams. Theirs is the heritage of sun-baked wharfs, of whirling spray, of nets spread out to dry. They have the sweet smell—you half believe it—of sun and salt. Most of them have the sturdy, straightforward qualities of children's clothes. There is nothing about them to get in your way. They slip on or off without any fuss. Colours are rather matter-of-fact. In red, white, and blue, you can be an exhilarating splash of colour against an aquamarine sea. If you feel trim and active, wear nautical navy-blue. Beige-and-brown, the colour of warmly tanned skin, identifies you with sand and rocks.

Whatever happens, wear your beach clothes in a casual way. Over a hand-knitted maillot, pull on woollen trousers, of some sort. Toss a bathing-towel—the colourful kind that Yrande shows—around your shoulders or put on one of the short, loose jackets of flannel, or shantung, or white piqué. Slip your bare feet into straw sandals or strap on leather sandals, cut to fit the size of your feet, or wear espadrilles. If the sand is soft and deep, you might enjoy stamping around in Schiaparelli's absurdly high cork sabots. Wear a beret or plop a big, rough, untrimmed straw hat on your head.

Thus equipped, you are dressed for the day. If you like to get out of your wet bathing-suit, have on hand a sweater to haul over your head, making up a pyjama, with the aforementioned pants. If the sweater doesn't stop short, like the Régny kind, then let it wrinkle above your hips. The more you look as though you hadn't given a thought to how you look, the smarter the effect will be.

If it's hard, this season, to tell the difference between a dinner-pyjama and an evening dress, it's harder still to tell where the bathing-suit stops and the pyjama (Continued on page 96)

AUGUSTABERNARD plays light against dark on the field of sports, this year. And the pyjamas, "322," on the prone figure below, shows how well it is done. The shantung tunic jacket cuts across straight trousers. The jacket is belted with knitted red wool. From Jay-Thorpe

GOUPY puts red, white, and blue together in the pyjamas you see at the left on the opposite page, for these are colours you can back to the limit. Jacket and pants of flannel, top of piqué, sash and cap of wool. Good seen from port or stern, this "Flibustier"; from Jay-Thorpe

LANVIN depends on the vigorous contrast of blue and chalk-white to put across her crêpella beach pyjamas, "Gardhaia"—at the right on the opposite page. The flared line of the tunic is smart; the pyjamas button down both weather and lee side; mesh cap of wool. From Jay-Thorpe





In Praise of the Wanderlust

by Alec Waugh

SAID a man to me in London two springs ago—"Can you dine with me one day next week?"

"I'm sorry," I said, "on Tuesday, I'm sailing for Mombasa."

Two months later I met him in Piccadilly.

"You here?" he said. "I thought you were going to East Africa."

"I've just got back."

He stared at me incredulously.

"But it takes three weeks to get there."

"It did."

"Then you must have taken practically the first boat home."

"The very first."

His stare grew more incredulous.

"I think you are quite mad," he said.

Which is the comment that a great many people would have made. To the majority, travel is a means to an end, with the formal machinery of passports, visas, Pullman tickets, cabin reservations, and steamer trunks an incidental accessory to the necessity of getting to some place. We are in the minority, who travel for travel's sake.

On this very subject I had once a long and friendly argument with Blair Niles. Most tourist traffic, she maintained, was an expense of spirit, if of nothing else. The tourist saw nothing and learned nothing of the countries that he visited. He travelled on special ships. He was rushed from island to island, from town to town. He was shepherded by guides. He was shown only what everybody



saw. He never mixed in the local life. He had no opportunities of observing the customs and mentality of primitive peoples. He could far more profitably spend two days at the Paris exposition. To these arguments, I replied that the value of travel was something apart from what one learned, that it lay in the very fact itself of travel.

In the opening chapters of *The Travel Diary of a Philosopher*, Count Keyserling has described how he came to start on a world tour. He did not feel any particular urge to see the world, to observe, and to compare the manners of foreign races. It was isolation that he needed, an abrupt severing of the innumerable contacts, interests, and relationships that overcomplicated the routine machinery of his days. He needed a pause in which to meditate, to take stock of himself, to collect his thoughts. He did not expect to increase wisdom by increasing knowledge. His life had simply got temporarily out of hand.

Which is the position in which most of us nowadays find ourselves from time to time. Every year the speed of life is quickened; the surface broadened, varied, and extended. A hundred years ago, a man was bounded by the town in which he lived and in which he worked. There were no cables, no wireless to link him with cities a continent's length away. His problems were immediate and to hand.

But, to-day, every person in even the most moderate position is international. In politics as in commerce, in journalism as in finance, he is in touch with the events and peoples of five continents. He takes a world view. His responsibilities have been quadrupled. As he sits at his desk, a stenographer beside him, typewriter tapping behind his head, the waste-paper basket at his feet high piled with incoming messages from the telegraph offices, with long-distance calls interrupting him every seventh minute, he has the feeling of being a dozen different people in a dozen different places at one time. He is talking to a man in Montreal, he is dictating a letter to another in Shanghai, he is cabling to a third in Buenos Aires. He is dizzied by the strain of keeping separate these many threads. When the strain grows too great, as sooner or later it inevitably must, he has need of a restoration far more drastic than that which satisfied his grandparents. (Continued on page 100)





TWO MODELS FROM PEGGY HOYT

VON HORN

• The lady doing the backgammon playing is arrayed in pale blue organdie, which is a dream of femininity come true. The cape collar is edged with the finest white Valenciennes lace, which appears again at the bottom of the skirt. The lady at the right wears that most romantic of all fabrics—black lace. It has demure puffed sleeves, a neat waist, a skirt sheer enough to show a pretty leg, and altogether designed to wreak havoc in the heart of a young man. The jewels worn here are from Black, Starr and Frost-Gorham, Inc.

**Making your point by
looking old-fashioned**



MAINBOCHER—GERVAIS • MAINBOCHER—BRUCK WEISS • CHANEL—GERVAIS

Seeing red is one of the smartest things you can do this year. Here, it is in a crêpe roma dress as red as a lobster. The eye will also take in the scarf and the long-sided top worn over the slip that is the skirt

Another colour that knowing eyes will reach to, this season, is the greyish white green of this crêpe dress. Again, it is made in two pieces, and again there is a scarf. These are points worth getting excited about

We haven't seen soft orange for years, and now, all at once, it is back in our midst. Here, it is of chiffon that flutters and flares when it comes to the skirt. The scarf upholds Chanel's great reputation for scarfs



AUGUSTABERNARD—SAKS-FIFTH AVENUE • AUGUSTABERNARD—BEST • LELONG—FRANKLIN SIMON

The spectrum after dark

Dresses lead double lives in this age. There is the brown crêpe dress you see, and there is the inside story of a pink crêpe petticoat that you only guess at. Snatches of the pink appear also at the shoulders and the belt

When is a dress not a dress? When it's two dresses, the under one of white chiffon, the upper one of red. Augustabernard lets you see bits of the white at the seams, and she lets white flowers cascade down one side

Dust ruffles have staged a comeback. Both the dust ruffles and the cami-sole of this dress are of brown lace. The dress itself is of that soft chalky-blue that Lelong pinned both faith and samples to this year



One hour or four days in the train

Cool to look at, even cooler to occupy—this is the newest brown-and-white printed crêpe ensemble—a long coat over a dress. The bag, hat, and shoes are brown. From Mrs. Franklin, Inc.

You think it's a tweed—it really is Schiaparelli's marocain crêpe printed like a tweed—clever for summer travel. It's in orange, beige, and brown with an orange sling; Bergdorf Goodman

Whether you are cross-country bound or just a commuter—here's something practical. The black crêpe dress has a pink-and-black plaid crêpe top. A black jacket tops all; Knox

Another unbeatable solution for the commuter who comes to town and stays late is this redingote coat of black crêpe with a red belt, which is worn over a white dress; Kurzman



Shipshape clothes for the steamer

A good sailor—and a good travelling companion—is this Yvonne Carette suit with a beige, yellow, and brown wool plaid blouse and jacket and a plain beige skirt; at MacVeady

In fair weather or foul—by boat, air, or rail—you have to have a light warm wool coat. Meeting all requirements is this of natural coloured Worumbo wool with a large collar; Knox

Tweed—a heavenly flecked mixture in blue, black, and white—in a coat with a youth-encouraging bolero and a collarless neck. You know the travelling virtues of tweed; Revillon Frères

Four pieces—one of them the eternally smart ship-mate, a cape—compose this suit; also a jacket, skirt, and jumper. It's of crêpe jersey, knit of grey bouclé silk. Mrs. Franklin, Inc.

For the biting days that drop out of every traveller's skies, you'll want a light fur coat. One of natural brown ermine is nice when you curl up in a steamer chair; from Revillon Frères

When you found your holiday wardrobe on a white dress, you leave the field open for endless combinations of accessories. With each new set, the dress changes its character. This dress is of crêpe, by Jane Régny, and called "Country Club"; Hattie Carnegie



To make the dress formal enough for the village, study the accessories above. Régny's madiana jacket, Bergdorf Goodman; her scarf; Louise Bourbon's cellophane hat, Saks-Fifth Avenue; R. R. Bunting antelope shoes; Yendis bag; and Nicolet gloves, Saks-Fifth Avenue

Suppose you want a game of tennis—let's make the dress earnestly sports-like. Add the Régny sweater (centre), wool scarf, Agnès crêpe turban; all from Bonwit Teller. The Ducerf-Scavini tennis shoes are of heavy linen. A white woollen coat goes on after your active sports

The crêpe dress is right for tea at the club when worn with Régny's bolero and belt of crêpe, Hattie Carnegie; Suzy's floppy hat of paper-Panama, Bendel; Germaine Guérin's string bag; R. R. Bunting's antelope shoes; and Nicolet's stitched gloves of white doeskin



The white country dress with three aliases



Professor Vogue, the great fashion magician, will now perform one of his celebrated economical tricks of costume prestidigitation. Taking one black-and-white printed dress as a basis, he will pull out of two hats and two sets of accessories two entirely different costumes



First, with a set of all-white accessories, he will conjure up a cool afternoon affair. Observe carefully Marthe's baku hat; Bruyère's crêpe jacket, Best; Worth's suède gloves; Worth's white kid bag with a galalith frame; Hellstern's antelope and black patent leather pump

And now, presto! he transforms the costume into a practical every day outfit with a black wool Bruyère coat, "Castille," Hollander; Camille Roger's picot hat, Herman Patrick Tappé; Worth's antelope bag and gloves; Hellstern's lizard pump, with patent leather

The foundation of this trick is Bruyère's very simple "Carmen," a black-and-white printed crêpe dress with no guile up its short sleeves. There is more white than black in the design, and so with proper accessories, it can be worn morning or afternoon; Hollander



ACCESSORIES

Sleight of hand practised on a town frock



DRIX DURYEA

Lunch for six in a garden

• One of the most pleasant things that can happen to you in the spring is to be invited to Mrs. M. Cameron Tiffany's country house at Oyster Bay to lunch under the beautiful old trees. She makes her garden as charming as others make a room, using French peasant linen on her tables and chairs. There are flowers from the garden on the table, and her famous salads are served in a huge wooden bowl

DISCOVERIES

for the hostess



LÉON DE VOS

TREASURES UNEARTHED AT FORTNUM AND MASON

NOTHING delights the soul of a hostess more than the discovery of something new and delicious to offer her guests to eat. It makes no difference whether she is the kind of a hostess who goes out and does all her shopping herself or issues orders through the medium of a housekeeper, the thrill of discovery is the same. And some one is always sure to respond with the flattering inquiry "where did you ever find *that*?"

Vogue is a sort of clearing-house for these discoveries. Peering through the shops, large and small, it unearths each new idea and records it every so often in these pages, so that those who read may run—and order!

It may seem a bit contradictory to begin by discovering Fortnum and Mason, after they have been in business for some hundreds of years. But that was in England, and those who know them only by the treasures that have been imported from the British shop can now discover to their hearts' content in the new New York shop on Madison Avenue. You can, if you like, for example, discover bird's nest soup or that made from kangaroos' tails. Or, in case you *don't* like, you can turn your attention to some of what are surely the most delicious jams and jellies ever concocted.

Among these are the "vintage" marmalades, made in the years when the oranges were the best for marmalade making, if you please, and so labelled. There are delicate rose-leaf and lemon-blossom preserves, and a mint jelly at which hostesses will rise up and sing praises, for it is semi-solid, with bits of fresh mint, as though it had just been made to accompany the spring lamb at dinner.

Then, there are such soups as you surely never expected to see coming out of a bottle—Russian borsch, oyster, and green pea, for example, and many others, all ready to serve, with no water to add. For exact information, these bottles contain enough to serve six people. There are the famous Yorkshire pies, which, of course, are not pies at all, but delicious pâtés made of pork and veal, excellent to serve with salads. This shop makes a point of curry accessories (why don't we have more curried things

in this country, by the way? Almost every one likes them when they do appear, yet they appear so seldom). Anyway, at Fortnum and Mason are to be found the Bombay Duck that is a traditional accompaniment to curry, which is really no duck at all, but dried fish, and East Indian Poppadums, thin biscuits that curl up when they are crisped, to be used as toast under curried combinations.

There are more things here than can possibly be told at one writing. Look for the midget Cheddar cheeses, the glorified Riviera fruits in syrup, as good smoked salmon as you will find in many a day, and the smart jars that hold the luscious grey caviar. These jars, with their elegant, elongated fish (one appears in the photograph above), have been known to be utilized in country houses to hold butter and things after the caviar has been devoured.

Before leaving this shop, there are two general services that should be known. One is a special service concerning tea. As every epicure knows, the same tea can be delicious in one part of the country and poor in another, due to the quality of the water with which it is brewed. Fortnum and Mason get around all this. If you send them a quart of the water you use, together with a word as to your general preference in tea, their tea expert will create a blend especially suitable for you. Then, the "Anti-Fat Department" provides an array of unexpected items that dieting ladies can eat with impunity, jellies, jams, even candies, that add joyous respite to dietary régimes. Almost all of the things herein mentioned can be sent by post to any part of the country.

Rumpelmayer's and perfect *petits fours* have long formed an inseparable duet in the minds of all of those who have ever been to Paris. Now they are both here in New York—the Rumpelmayers, Monsieur and Madame, and the cakes—in their shop in the Saint Moritz Hotel. And what a field-day this place provides for the proverbial sweet tooth. There are, first, the *premières spécialités*, the "Mount Blancs"—base of meringue, mound of whipped cream, and swirls of puréed (Continued on page 106)



MRS. FRANCIS H. McADOO



MISS JOSEPHINE LAIMBEER

STEICHEN

Evening dresses

• It floats—Mrs. McAdoo's new printed chiffon, and it is typical of the Chanel evening gowns of this year. Lettuce-green against a white background with one of those new wing scarfs covering her shoulders and floating out behind. She got it, she tells us, at Chez Ninon

• Shell-pink, most popular and becoming of all the pastels, and a geranium-red cape wrap are a sharp and spicy contrast. Miss Laimbeer's dress of crêpe roma is a Maggy Rouff model, and both it and the graceful wrap of velvet come from The Brick Shop

THE SMART WOMAN

in her new clothes

THE audience is more than half the play. The best idea of the greatest designer in the world does not become a fashion until the smart woman actually puts it on. They are shrewd judges of fashion—these young American women, and they are becoming more independent in their judgment every day. Each one puts the stamp of her own personality on what she buys and makes her decisions as surely as the coolest fashion experts. Here, we have photographed eight of the smartest women in New York in their new summer clothes. Here, in their opinion, are a few of the best of all this summer's models. And here, in the photograph just below, on a white satin sofa from Chamberlin Dodds, is one of those famous dinner-pyjamas that every one is talking about. It is of orange crêpe de Chine with a cloth of gold jacket and is from Chez Ninon. It's typical of these new Schiaparelli pyjamas that you can not possibly tell from skirts, and the lovely Countess di Zoppola wears it with the greatest chic and distinction



STEICHEN

COUNTESS EDITH DI ZOPPOLA

• Mrs. Robertson, formerly Cordelia Biddle Duke, cast her clever eye over the spring fashions and picked for herself this black crêpe de Chine piped with white, with a wide white georgette collar, white gloves, and a white Panama hat, proving to all who chance to meet her around town how cool and young these dead-white touches make one look on a scorching day. The dress is from Gervais, and the hat from Marimay



MRS. THOMAS MARKOE ROBERTSON



MRS. ROCKHILL BREVOORT POTTS

STEICHEN

NEW YORK

puts its own

stamp on the mode

• Mrs. Potts, one of the most lovely of all the older women in New York, wears a black crêpe de Chine suit with a blouse of pink and black plaid chiffon, which is very flattering to her white hair and fresh, vital face. It is one of Chanel's designs. The little straw hat that rolls back from her face, in defiance of berets, is from that chic hat shop, Yvonne Ganne, of which Mrs. Potts is a director



MRS. THOMAS MARKOE ROBERTSON

• On cooler days, around New York, Mrs. Robertson puts on her sheer grey tweed ensemble by Molyneux and a turban made of exactly the same wool. It is particularly chic because it is of wool, because the hat matches, and because Mrs. Robertson has been individual enough to put her own stamp on the idea by wearing her skirts just a little bit shorter than all the others about town; costume from Frances Clyne

• Miss Barry wears a blue-and-white printed jacket dress from Molyneux with a dark blue milan hat. The jacket slips on casually when she is on the street and slips off just as casually when she sits down to her tomato cocktail at lunch. Here, you have a good example of the summer uniform of the young New Yorker, as essential to a woman's summer wardrobe as white flannels are to a man's; Madame et la Jeune Fille



STEICHEN

MISS ELEANOR BARRY

• Mrs. Schwartz is a refreshing sight about town this summer in her navy-blue ensemble. The coat is of that new sheer wool, and with it goes a printed dress of blue-and-white silk. She wears white antelope gloves—in the big and bulky manner—and very little make-up save for bright red lips. Chez Ninon made this very smart costume, and Mrs. Schwartz bought the divine little hat with its unusual trimming of waxed orange-blossoms—which point up the white in her printed frock—from Bendel



MRS. MORTON L. SCHWARTZ



MRS. DE FOREST M. ALEXANDER

VON HORN

Cool chic against the elements

• Mrs. Alexander's choice was a tailored brown-and-white dotted silk suit. With it, she wears a smart white Panama hat, with a brown grosgrain ribbon round it, white gloves, and dead-white jewellery. Again, proving a point we made early in the spring that if you want to look cool on hot days, white does the trick, and that, if you want to look chic, you must be immaculately turned out from top to toe every minute of the day. This eminently successful costume came from Mrs. Franklin, Inc.

THE WANDERINGS

of a gate-crasher

OH, to be a Gate-Crasher, now that June is here, and whoever wakes in America becomes a gate-crasher unaware. By this simple parody, I run my whole life, and to make gate-crashing popular will be my aim in future.

An English artist calls me up on the telephone—I'm not to fail to come to a little house in Sutton Square near where the great Miss Marbury sits, Buddha-like, Voltairian almost in her knowledge of women and things. But it is not her gate that I am going to crash. It is that of some lady who owns a lovely house; her name I do not know. I arrive not in a taxi, but in one of the new Chryslers. My friends drive off in it laughing at my not knowing even the name of my hostess, but, to be a true gate-crasher, one should not know.

The party at Mrs. Brown's? or Smith's? was very small indeed, as was the house. New York, having achieved sky-scrapers, naturally finds its highest bidders are for its lowest and littlest houses. In a room, the *boiseries* of which certainly came from Rouen, a tray as big as a door was loaded with glasses and drinks.

A lovely and clever young lady in blue chiffon and a hostess in red velvet discussed the well-worn subject of Dietrich and Garbo.

I was taken over the house, which had one of the best dining-rooms I have ever seen, parchment coloured, with darker parchment curtains of thickest brocade. The table was one sheer piece of yellow marble.

There was no particular reason why the party should stop, or why it should go on. Some one imitated the pictures of Hogarth; another struck up New York's latest madness, "*Zwei Herzen im Drei Viertel Takt*." The moment the piano ceased, the party stopped. It was as when the band plays "God Save the King" in England—every one leaves. Every one left.

The great party for me to crash another gate was given by Mrs. E. Marshall Field in her very large small house, also an entire house like the William Woodwards'—not quite so beautiful, still, in either house, one might be in Grosvenor Square.

Again this girl didn't know the hostess by sight. I wore my black lace—not really smart enough for a great dinner-party; lace is never in my eyes so *en grande tenue* as velvet or satin. However, Lady Wimborne, who is one of the best-dressed women in England, thinks so, and she who has three maids should know—three "personal" maids, an English, a Spanish, and a French. And why shouldn't she?—one of the most delicious things about Americans is that they are not ashamed of their luxuries, as are the richer Englishwomen. Lady Wimborne would probably apologize

for her three maids, but no American lady apologizes for a party where gardenias are treated as dandelions, caviar as scrod, and lace as cotton.

This party was treated as "informal" because Mr. Charles Towne was there and because some actors and opera singers were there, including the beautiful Lucrezia Bori, in black velvet. Did you know that she is a real descendant of the Borgias and that she changed her name to Bori for the stage—Lucrezia Borgia being almost too exciting a name? I think this accounts for her being different from other singers. She has enormous dignity in every line of her rather small stature, and, when she sings the Duchess of Towers in "Peter Ibbetson," you feel she has descended from a long line of dukes.

Miss Lillian Gish, lovely and immobile, sat next to Mr. George Jean Nathan.

We trooped down-stairs, no one in front of any one else. A great political hostess beckoned me to her table, to sit with herself and Mr. Charles Lawrence; I was first fascinated by his *Légion d'Honneur* and then by the rugged charm of his personality. Mr. Brian Aherne made the fourth, that very handsome Englishman who plays the poet, Robert Browning, with Miss Cornell.

The custom of many small tables and every one waiting upon himself will reach Europe before very long; it is one of the most charming habits in America. Miss Hoytie Wiborg was, for once, conventionally dressed in black lace—and full of her party for Mademoiselle Chanel.

Miss Mary Canfield wore a green satin frock and a funny, but successful brown jacket with it.

Boutet de Monvel, always very decorative, was there, having completed a lovely profile of Mrs. Vincent Astor.

Mr. Bertram Kruger's brother, the melancholy, but popular man, made every one do stunts after dinner. Butlers and footmen brought (Continued on page 102)





• The original meaning of pyjama had most to do with bedroom. Here is the bedroom pyjama, now and always something soft and feminine. Of peach satin, in two pieces, it is appliquéd with Alençon lace; from Jay-Thorpe

• When you come to the beach, pyjamas are something else again. These are of heavy denim, the colour of rust. The trousers are enormous and so make your hips look almost minute. A jacket with a semi-sailor collar goes gaily on top; Mrs. Franklin, Inc.

• Black-and-white crêpe pyjamas to lounge in. You can lounge with or without the coat; from Bonwit Teller

• In this pyjama with a long coat—kinder than a bolero—of orange crêpe over a print, you have all the advantages and none of the disadvantages of an older woman; Bonwit Teller

• A two-piece pyjama, with the blouse worn over the trousers, is in two shades of blue crêpe—very cool; Jay-Thorpe

• Deep rose and pink crêpe pyjama, with nice pipings and buttons. The coat comes off if you like; Franklin Simon

• You can go to a not-too-white-tie dinner in this pink-and-green printed crêpe pyjama. It is more formal if you take off the bolero; Franklin Simon

• This black crêpe pyjama has white pleats in the skirt that make you look vaguely mediaeval. The white pleats occur again in the sleeves—to give the covered-shoulder effect. Atkins has it

• You could fool anybody with this dress-like pyjama. It is made of a green-and-white printed crêpe and has a fichu scarf that disguises the very low décolletage; Stein and Blaine



- The topmost pyjama is of crêpe roma, the colour of peach ice-cream. The pleats make you look tall and Greek; from Madame et la Jeune Fille
- Chartreuse crêpe and a beaded baby-bolero make a pyjama that is formal as an evening dress; Bonwit Teller
- An older woman would look divine in the black crêpe pyjama with panels fore and aft; Saks-Fifth Avenue
- When you wear this pyjama of dead-white lace, you look for all the world as if you were in a very swell evening dress. Franklin Simon has the model

PYJAMAS

—when are they worn?

WHEN little girls in the year of our Lord 2000 are studying the social and economic history of the world, they will learn, as we did, to associate the word "toga" with the Romans, the word "hennin" with the Middle Ages, and the word "farthingale" with the Elizabethans. But they will further learn, as we did not, that in the years 1928 on, there was brought forth upon this continent a strange, but quite lovable group of persons, called variously "the Bright Young People" and "We Moderns," and that this group of persons brought into existence a garment known as the pyjama, which garment flourished and grew popular. They will, undoubtedly, be taught that this garment was as typical of the age they are studying as certain primitive modes of conveyance known as airplanes or as an ancient edifice remembered as the Chrysler Building.

Since the days when a species of ruffled, kittenish, generally pink sleeping pyjama, known as a Billie Burke, made its appearance and was adopted by the more dashing of the "flappers," the genus pyjama has developed gradually into a becoming, graceful, sophisticated high fashion. To trace the manner of its development would be long and complex. It is enough to say that from being a strange, bizarre, faintly frowned-upon sport of the mode, it is now a fashion in good standing, more, the twentieth-century mode drawn out to its quintessence, the long, moulded, leggy line that looks right to modern eyes concentrated to the *nth* degree. It ranks with unemployment as a topic of the day. One hears people asking, "Is it all right to wear pyjamas out to dinner, in the country, or in town?" And, to-day, the answer comes quick—"Yes."

Instead of meaning, as it once did, a variety of sleeping garment or even, as it came later to mean, a lounging costume that one wore in the more or less strict privacy of one's boudoir, the word pyjama is now used to cover

a multitude of costumes. As different as tennis dress from evening dress are the pyjamas one wears lallygagging round the beach from those in which one, sartorially splendid, makes an entrance at a dinner for twenty people. The first-mentioned pyjamas are frankly such; more likely than not a pair of canvas trousers with a high-necked jersey, they would as appropriately clothe a hard-working gob. The second-mentioned are unrecognizable as such except to experts in the tricks of the trade; trailing, exquisite, diaphanous, they would fool any one with a preconceived idea of pyjamas as the swashbuckling gesture of a tomboy. And, between these extremes lies an infinite multiplicity of variations on the pyjama theme.

The convention, ruling for a time, that the pyjama's place is in the home is now dead and buried. A woman may and does wear pyjamas to quite formal dinners in her own house, to other people's dinners in town or country if you know them well, and the younger and more iconoclastic members of the female sex even wear them to the theatre. As yet, it is not quite *quite* to wear them to extremely formal dinners or to night-clubs. It is somehow a little slighting to your hostess to wear them to the former and a little too familiar-with-the-herd to wear them to the latter.

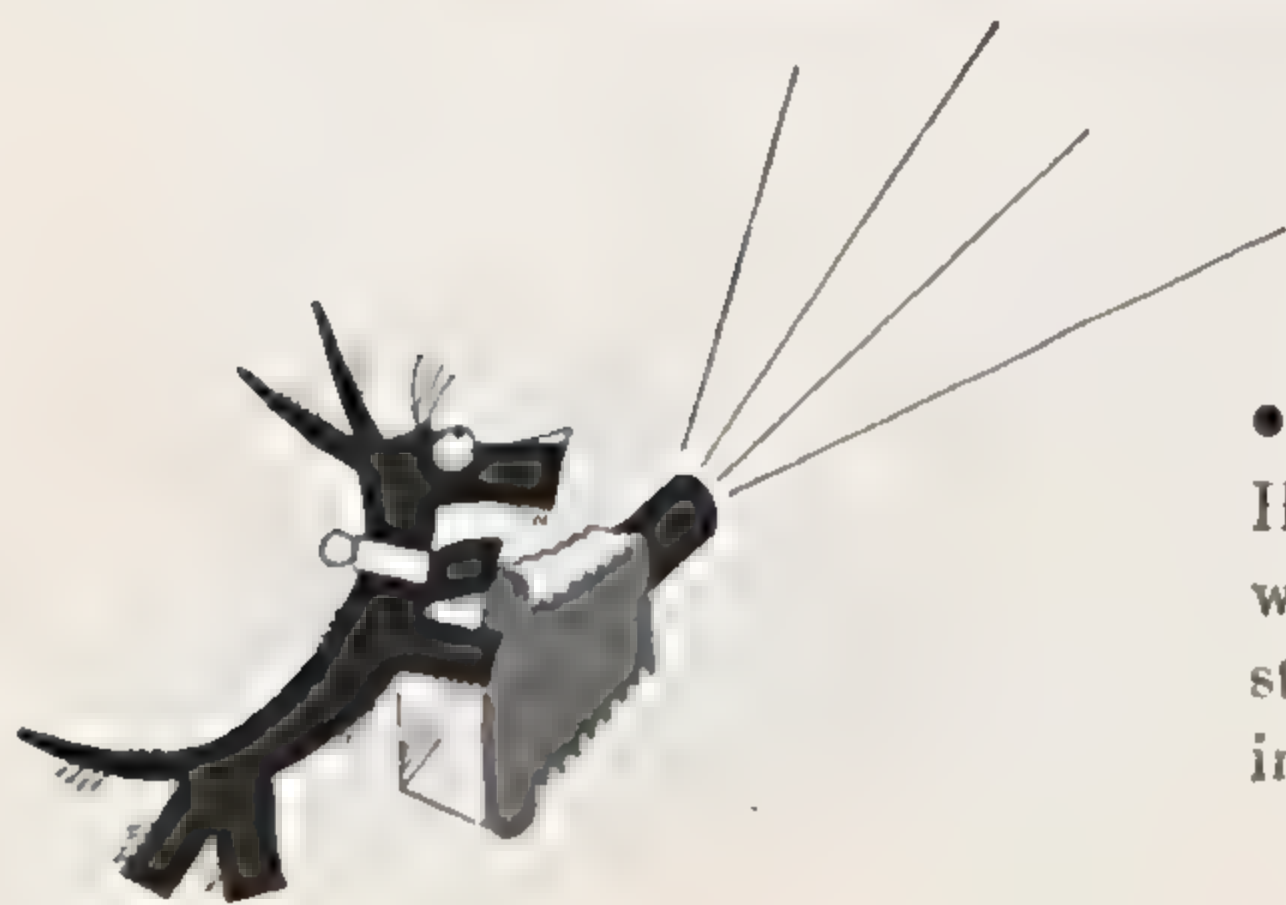
And perhaps, to the woman to whom clothes are not a duty but a diversion, pyjamas offer the widest scope of all for the gyrations of her imagination. She can have more fun with pyjamas, beginning with the beach genre and working up to the most formal type of all, than she can with any other branch of (Continued on page 110)





ANTON BRUEHL

Window shopping for the beach



• Through the pane of a shop-window, our Shop-Hound observes two machine-made beauties. One wears white linen pyjamas, striped jacket, and straw hat; the other is sunning her superb back in a heavy white jersey with orange incrustations

• Beside the first of these charming robots are a red cotton bag and printed scarf; in back is a natural straw hat; on the chair, a striped beach bag and espadrilles; on the stand, a yellow-and-black jersey suit. The window is Best's



NYHOLM AND LINCOLN

The Atlantic Beach Club—an Accessible Paradise

DURING the last thirty years, it has become an international passion, first, to seek out a place where the sun shines, and, second, to go and lie in it. Innumerable resorts have sprung up, each claiming, through its especial merits, best to satisfy the demand. Comets like the Lido and Deauville have in their turn burst upon the world, each followed by crowds of *satellite nebulae*—would-be Lidos and pseudo-Deauvilles. In America, the demand of the sun-worshippers has hitherto been supplied by sultry Southampton; fashionable, if faintly dull, Newport; and such reverend resorts. It may be said that, until last year, there was not to be found one beach in these United States that was at once sunny, smart, beautiful, amusing, well-arranged, accessible, and complete. No reproach to the beaches, for this is a largish order.

With the advent of the Atlantic Beach Club on Long Island last year, most, if not all of these Utopian requirements have been fulfilled. To hold this paragon of resorts up to the stern rule previously put forth is to prove its worth. Atlantic Beach lies on the outer edge of Long Island, just across the bay from Cedarhurst and the Rockaway

Hunt Club, so near the madding crowd that its long sweep of sand and sea-quiet, broken only by the cicada whine of airplanes zooming above, seem a pure paradox. You can eat lunch in New York and be swimming at the Atlantic Beach Club almost before the approved one hour's rest after meals has elapsed. Or you can drive out in time for a swim in the early dusk, dine, dance, and drive back to New York in that strange mixed light of half-moonlight, half-headlight. So much for accessibility.

Now, New York may be compared to a state of unrest, completely surrounded by beaches. But none of the beaches, the near ones, are smart—were smart, until the Atlantic Beach Club reared its Spanish head. Here, however, we find a club-house, huge, rambling and casual, in the amusingly spectacular decoration of which one detects the hand of Joseph Urban, famous for atmosphere-giving. A wide, sweeping terrace holds a vast pool and spaces for that other kind of bathing, sun-bathing, that has such fanatic devotees. On the lower level of the sea are the vivid cabañas, gay shades from the sun, the occupants of which, in scanty, brilliant bathing-suits (Continued on page 104)

FINDS of the FORTNIGHT

New hip-length
and double-breasted
sweater;
Saks Fifth Avenue



Marie-Alphonvine's
woven hair hat
found at Kurzman



Enormous printed cotton
square for tennis dresses;
Macy's

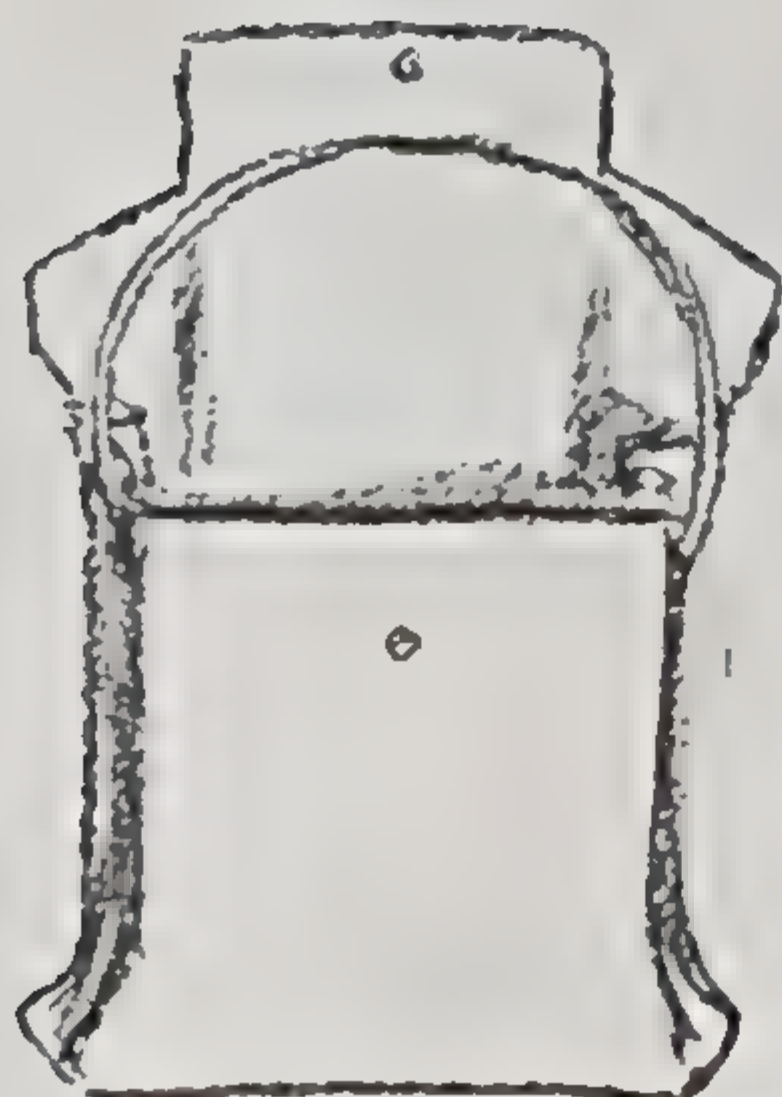
The celebrated sling
scarf to freshen
any dress;
Franklin Simon



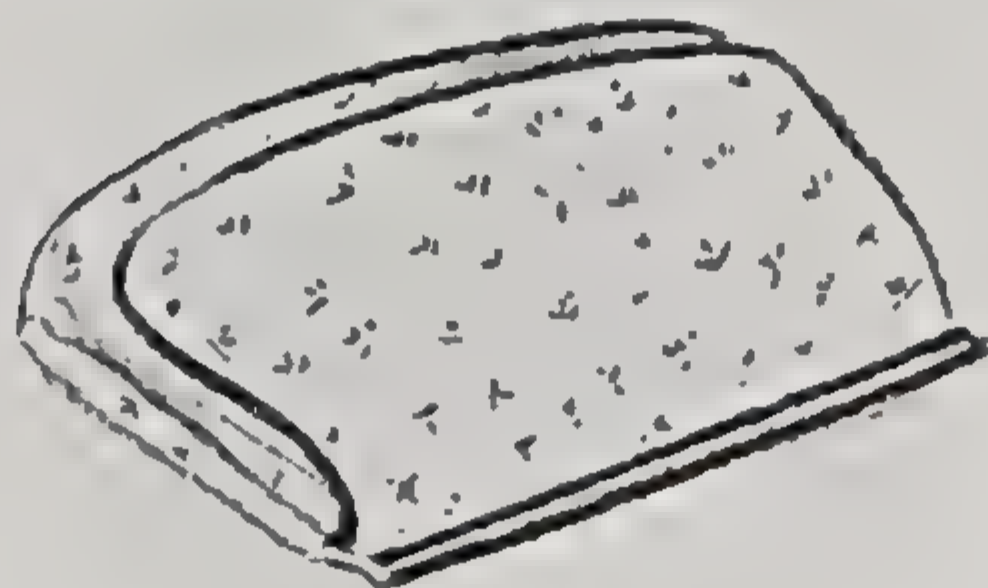
New, open-cut
evening sandals;
Jay-Thorpe



Country hat of
'Tueda'
Saks Fifth Avenue



Beige leather bag stands
like a paper sack;
Miss Penn



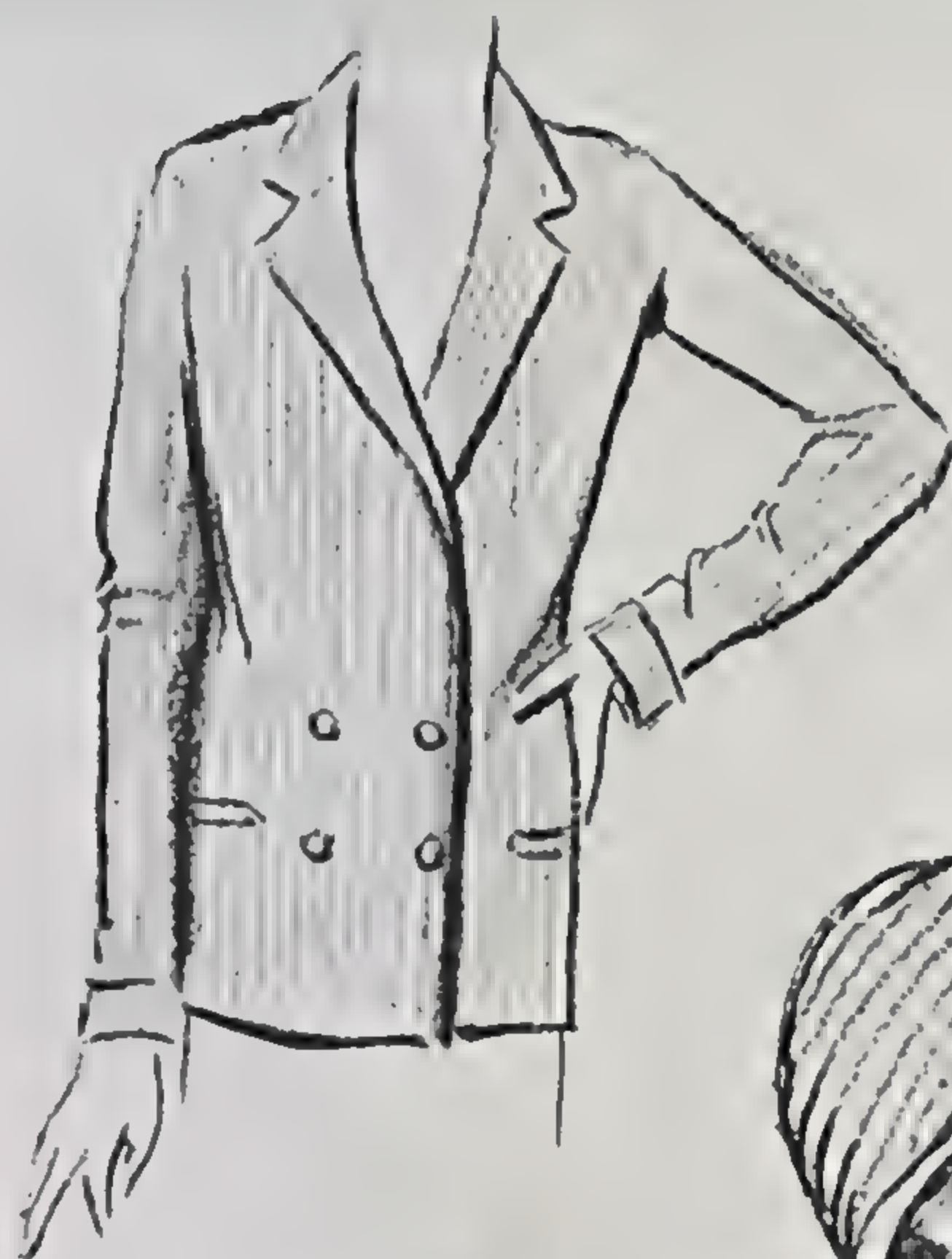
Shantung bag in black
and white; Kurzman



French panties flat
and fitted in the
front; Kurzman



Shallow-crowned beach
hat of straw;
Saks-Fifth Avenue



Knit jacket; ribbed
like corduroy;
Abercrombie and Fitch



Like a
night-cap this
red-and-white
tulle beret;
Peck and Peck



Alexandrine's
new pink-beige
gloves;
Saks-Fifth Avenue



Green-and-black
evening scarf;
Bergdorf Goodman



"Ragknit"-a white cotton
knit jacket;
Peck and Peck



Sheer angora polo
shirt in delicious
colours;
Mrs. Franklin Inc.



Unlined golf shoes and almost
barefoot sandals; Delman.



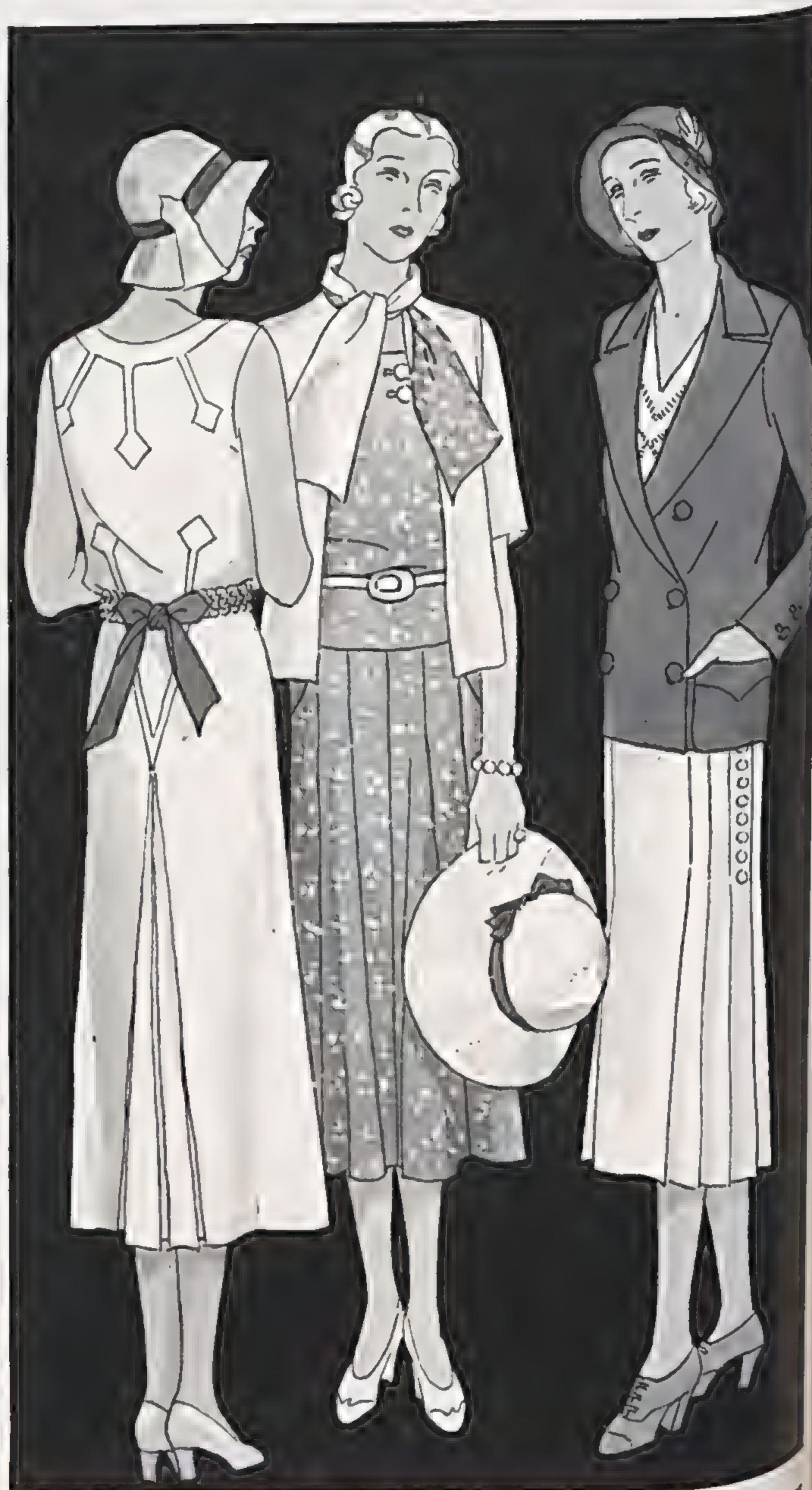
Mornings in town



- A long brown crêpe elizabeth coat with short sleeves over a white crêpe elizabeth dress—above, left—is the seventh heaven of comfort for summer in town. Both cost about \$75 and are from Russeks
- Another foil for devilishly hot temperatures—this blue-and-white georgette dress and jacket with batiste trimming; under \$50; from Wanamaker
- An unwilting standby for those who don't like prints, this tailored dress and short jacket of sheer blue crêpe. It's under \$55; from Jay-Thorpe

- On the opposite page are four gems for an out-of-town Sunday in June. Left to right:
- A short scarlet jersey jacket over a white crêpe dress, about \$55; Saks Fifth-Avenue
- Blue crêpe shantung dress, amusingly buttoned; short-sleeved jacket; under \$30; Best
- All-white crêpe dress immortalized with pleating; about \$45; Mrs. Franklin Inc.
- A French shirting dress—striped in blue, green, and white; about \$55; from De Pinna

- Below—Lyonel's new invention—a brown-and-white braided string belt on a white crêpe dress; under \$30; Saks-Fifth Avenue
- Appetizingly cool for a morning in the country—a green-and-white handkerchief linen dress with a white linen jacket lined with print; less than \$17; Lord and Taylor
- Linen jackets are creating a furore. Here, a brown one, under \$17, is worn over a Fauvety tennis dress; under \$30; Saks-Fifth Avenue



—and in the country

**Smart foils
for high
temperatures
and low incomes**



Sunday lunch somewhere out of town

LAST year, it started—this wearing tailored town clothes of sheer prints. This year, mercifully, you can get really marvellous, small, sheer prints at very low prices. Georgette, crêpe elizabeth, and triple chiffon are what we mean by sheer.

• Don't forget—all you who must outwit stifling weather and a stifling income—the hand-stitched cotton gloves. But, at the same time, remember this: even if you have to put quite a little into hand-stitched antelope gloves—you get them in dark blue, brown, or black—which means you can get along with fewer of them, and the cleaning bills are practically nil.

• These short-sleeved coats—so smart and so easy to get at low prices—are aces of practicality. You wear them in the

daytime, and you can go on to lots of places in the evening with them.

• It's worth your while to look at cotton or linen dresses for town. A tailored cotton print with a matching jacket or a well-cut dark linen suit is excellent. Brown-and-white comes off best in cotton—it never looks countrified, and it does nice things to sunburned skins.

• Remember that thin wool is newer than anything for sports. Palm Beach was all for it. It's a grand solution to temperamental temperatures. Not too warm for warm days, and more comfortable than cotton or linen when the mercury drops.

• In sports clothes, look for the cotton corduroy skirts with Talon fasteners, worn with lisle mesh sweaters. Faultless,

cool, and very inexpensive. Sweaters and separate skirts have returned. Sweaters ending around the waist net the biggest returns in chic per dollar invested.

• Keep your eyes open for new belts. Two-colour braided string belts are terribly smart and will work wonders for a number of dresses. Bright red or green leather belts are good, too.

• Cotton crochet scarfs in dead-white and two-string berets, one in white and one in navy—both inexpensive, to go one on top of the other—are excellent.

• An enormous printed cotton handkerchief knotted like a scarf is perfect on a tennis dress.

• Your newest golf shoes may be dark, soft red or blue leather ghillies,

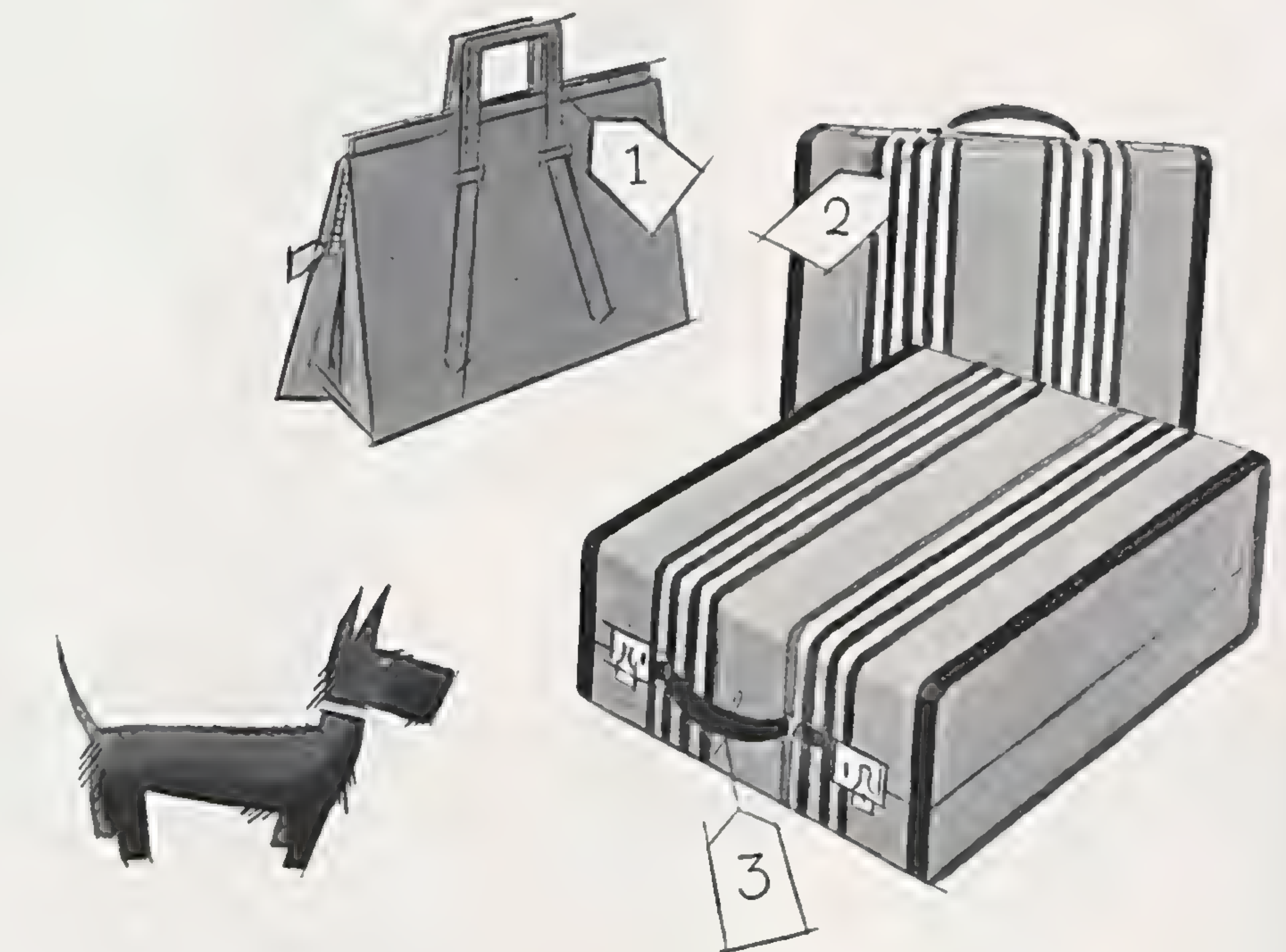
TIPS ON THE SHOP MARKET

by shop-hound

YOU remember I said there was a new Débutante Department at the Tailored Woman and that, in my not-very-humble opinion, it was going to be good. Well, I'm right, again. I went over there to see how they were getting on, and they were getting on so well that I was unable to look calmly upon the dresses, but went ahead and bought some, which, from this hardened and cynical Shop-Hound, means that I thought they were something to get really excited about. Let me tell you. Just for instance, there is a jersey dress in soft green with a short jacket. Both dress and jacket are tucked all over in an up-and-down direction except at the bottom of the dress, where the tucks open and make a flare. To wear with it, they suggest you buy a suède-panama hat in the same green with a patent leather edge and band. A sailor type of hat and as plain as plain, but oh, such devastating plainness. The dress is priced slightly under \$36, and the hat is under \$13.

A sleeveless tennis dress is of yellow crêpe de Chine and has double bands in front, making you look as broad-shouldered as la Garbo. It is a copy of Talbot and costs under \$40. A hat that looks divine with it is composed of a crocheted crown of yellow wool visca, with a stitched crown of yellow crêpe, which ripples slightly when you have it on. Less than \$14. One of the very best things is a dress and jacket of red crêpe printed

- Vogue's Shop-Hound practically spends her life snooping about the shops. If you need advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York (enclose a stamp).



with tiny white stars. The dress is made in some way beyond my simple comprehension with smocking at unexpected, but pleasing places and has a red patent leather belt. Both dress and jacket are collarless, and the ensemble costs less than \$36.

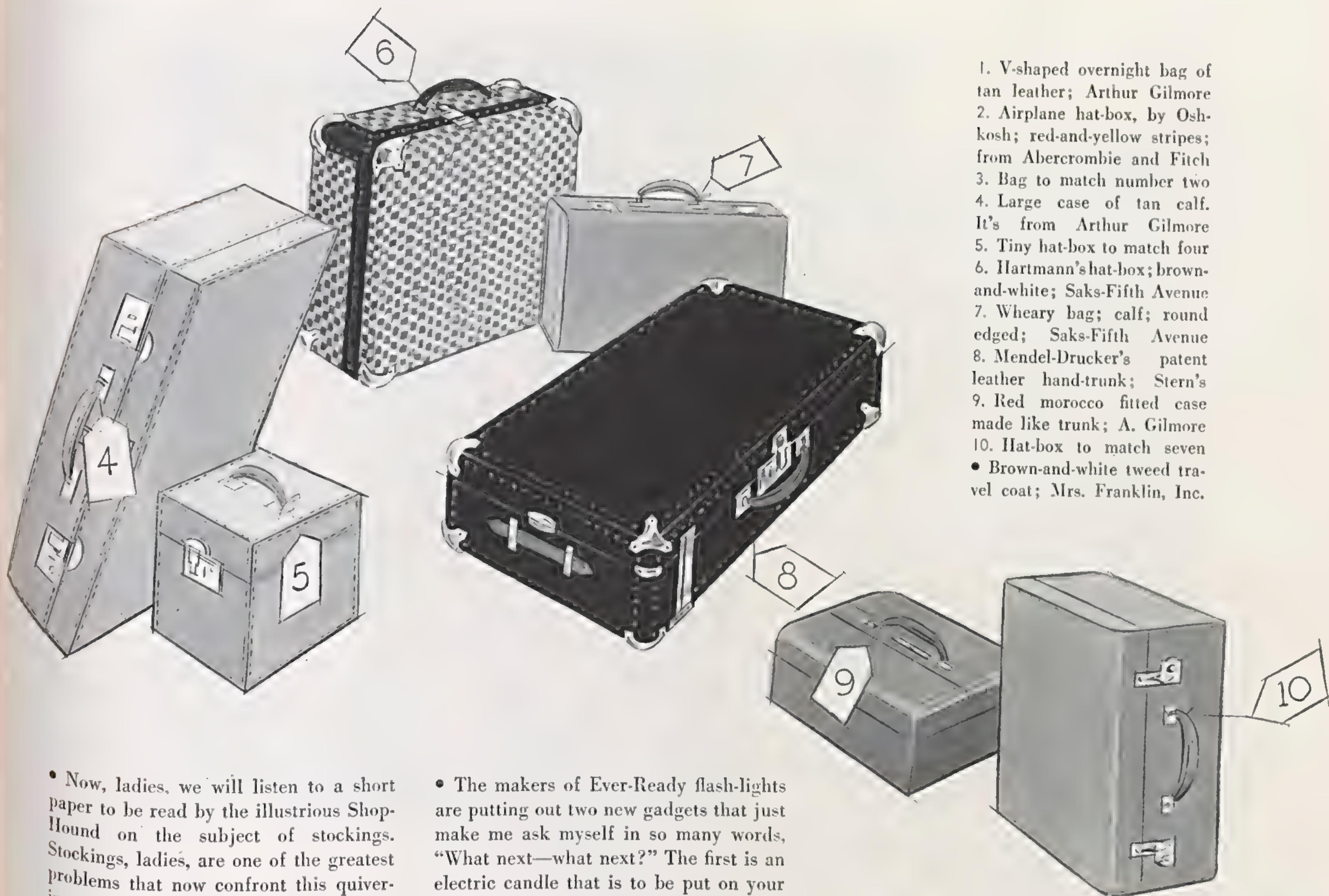
When it comes to the evening the Débutante Department shines. There is a black crêpe evening dress that is fitted, and when I say fitted I don't mean sort of. Over it goes a Lanvin-ish kimono jacket in bright flame. All this for less than \$50. And white satin pyjamas, very deceptively dress-like, that have a green velvet bolero and belt. And, I must not forget to tell you about an angora sweater that has, as a design, small Roman numerals scattered recklessly over it, in miscellaneous colours. It is called "À l'Heure." So now you know about the Tailored Woman on Fifth Avenue, and though I hate to be commercial, you must admit the charm of those prices.

- If you are one of the ladies whose idea of a good time is to run your fingers deep into Mother Earth, pulling up weeds and lots of dear little worms, perhaps I can interest you, said she, putting her foot in the door—in some gardening overalls from Mrs. Franklin Inc. These are of burnt-orange linen so heavy as to seem like sail-cloth. The overalls, which are cut along classic ditch-digger lines,

are very full in the leg, and there is a short jacket that goes over them. I should think a pale blue cotton mesh shirt would look very nice with them.

- Now, the world is divided into two kinds of women: the kind that know the right kind of shoes to wear in the country and the kind that just don't. I will not go into the painful detail of what the second kind of woman does wear; suffice it to say that they wear thin, pretty, useless arrangements that make men groan or laugh consumedly. The ladies on the right track, however, go to muddy horse-shows and stubbly steeplechases shod (I use the word under protest) in strong, richly polished shoes of the English sports variety.

Babers, on Madison Avenue, is the American agency for Church's shoes, which shoes are a famous English brand. I recommend some ghillie Oxfords that are made absolutely without seams except in the back of the heel, of very soft leather and yet with a stout sole. There are many other types of Oxford, pump, and strapped shoe, which are so right as to be without date or vintage—they are the eternally perfect English shoe. They are, however, made on an American last, which renders them wearable to the high-arched American foot, smaller and shapelier than the large utilitarian members of our English sisters.



1. V-shaped overnight bag of tan leather; Arthur Gilmore
 2. Airplane hat-box, by Oshkosh; red-and-yellow stripes; from Abercrombie and Fitch
 3. Bag to match number two
 4. Large case of tan calf. It's from Arthur Gilmore
 5. Tiny hat-box to match four
 6. Hartmann's hat-box; brown-and-white; Saks-Fifth Avenue
 7. Wheary bag; calf; round edged; Saks-Fifth Avenue
 8. Mendel-Drucker's patent leather hand-trunk; Stern's
 9. Red morocco fitted case made like trunk; A. Gilmore
 10. Hat-box to match seven
- Brown-and-white tweed travel coat; Mrs. Franklin, Inc.

• Now, ladies, we will listen to a short paper to be read by the illustrious Shop-Hound on the subject of stockings. Stockings, ladies, are one of the greatest problems that now confront this quivering nation. To wear them or not to wear them—that is the question this summer. I, however, come to praise Caesar, not to bury him. I say stockings have their place in the cosmos.

Let me illustrate with a few examples of good ones. At Best's, there are some Rograin stockings that have very small toe reinforcements, so that you can wear them with open sandals. In a number of shades. At Hollander's are stockings with an enormous mesh, but a vast one, which are supposed to wear particularly well and would look very amusing with thin summer clothes. At Stern Brothers' are some, called "lace-top," which are just that. They are the regular kind of stocking, made with a lacy bit at the top that keeps garter runs from getting out of hand—kind of funny metaphor to use about stockings.

Then at McCutcheon's, there is a new invention called the Gartuk stocking, which has a little tuck of extra silk at the top into which you fasten your garters, thus keeping the metal away from your skin, something that I am told bothers some pampered ladies. Having said my little piece about stockings, I thank you for your kind attention, ladies.

• The makers of Ever-Ready flash-lights are putting out two new gadgets that just make me ask myself in so many words, "What next—what next?" The first is an electric candle that is to be put on your bedside table. Pick it up, and it automatically goes on, or you can turn a switch, and it stays lighted, a nice small glow to reassure you on nights when too much detective-story has made you "kinda" uneasy about that noise down-stairs.

The second of these diabolically ingenious devices is a wall-light, called, not unreasonably, "Wallite," that can be carried around and fastened anywhere that you need a light and there isn't one—such as hall closets and boats. As both these gadgets carry their own batteries, they are a godsend for those only-too-numerous places in your house where it didn't occur to the electricians that you would need a plug. They can both be found at Bloomingdale's for less than \$2 each. I, personally, suggest a standing vote for the Ever-Ready Company as the greatest little thinker-uppers in this invention-ridden country of ours.

• As this is a travel issue, I thought it might be a good idea to tell you about travel clothes, just miscellaneous things picked up here and there to show you that Shop-Hound certainly does get around. At Jay-Thorpe's, there is a brown-and-white (Continued on page 98)



**Designs for
practical
dressmaking**



• FROCK No. 5671—This collarless model is softened by jabot lapels that cascade over an inserted vest. The fabric is flat crêpe. Set-in sleeves. Designed for sizes 34 to 44

• FROCK No. 5672—The front and back panels of this frock of Skinner's triple georgette extend into bretelles over the shoulders. Designed for sizes 14 to 20; 32 to 38



S3509

S3511

5678

5674

• EVENING FROCK No. S3509—A twisted shoulder-strap, a surplice bodice, and a novel girdle are features of this model of satin from Stehli. Designed for sizes 34 to 42

• FROCK No. 5674—On this model of Onondaga chiffon, a circular flounce continues in a spiral cascade to the hip. The cape has a cowl neck. Designed for sizes 34 to 42

• EVENING WRAP No. S3511—A chiffon velvet from Cheney makes this wrap in the smart three-quarters length. It has a draped fichu collar. Designed for sizes 32 to 40

• EVENING FROCK No. 5678—In this model of Belding Heminway chiffon, the drop-shoulder scarf provides a covering for the upper arms. Designed for sizes 34 to 42





Portrait of a Lady
in the
 NEW CHALK WHITE

Chalk-white shantung, with a little fleck in the weave, composes this tailored French jacket suit. Chalk-white are the gauntlet gloves, carefully chosen one size larger than usual . . . chalk-white is the stitched linen hat. With a plaid scarf for relief, and just the right amount of hair showing, it makes a most chic town-and-country summer costume.

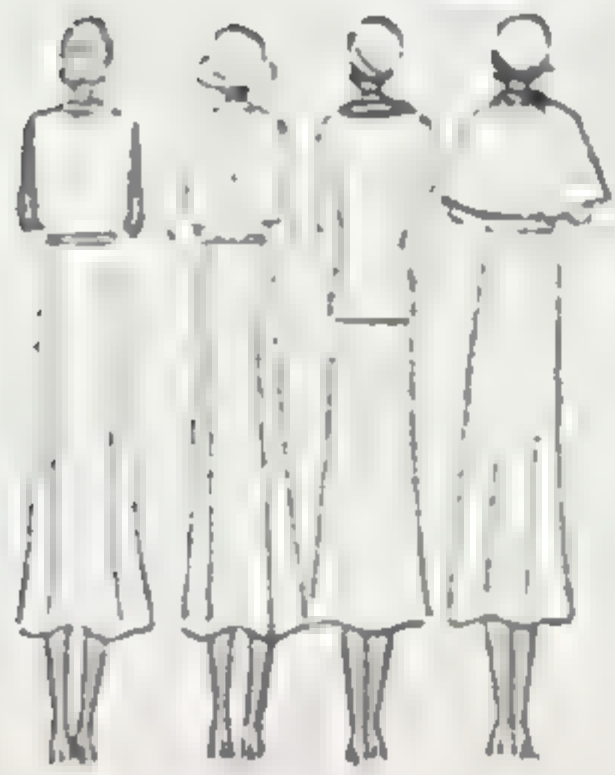
**BERGDORF
 GOODMAN**

ON THE PLAZA NEW YORK

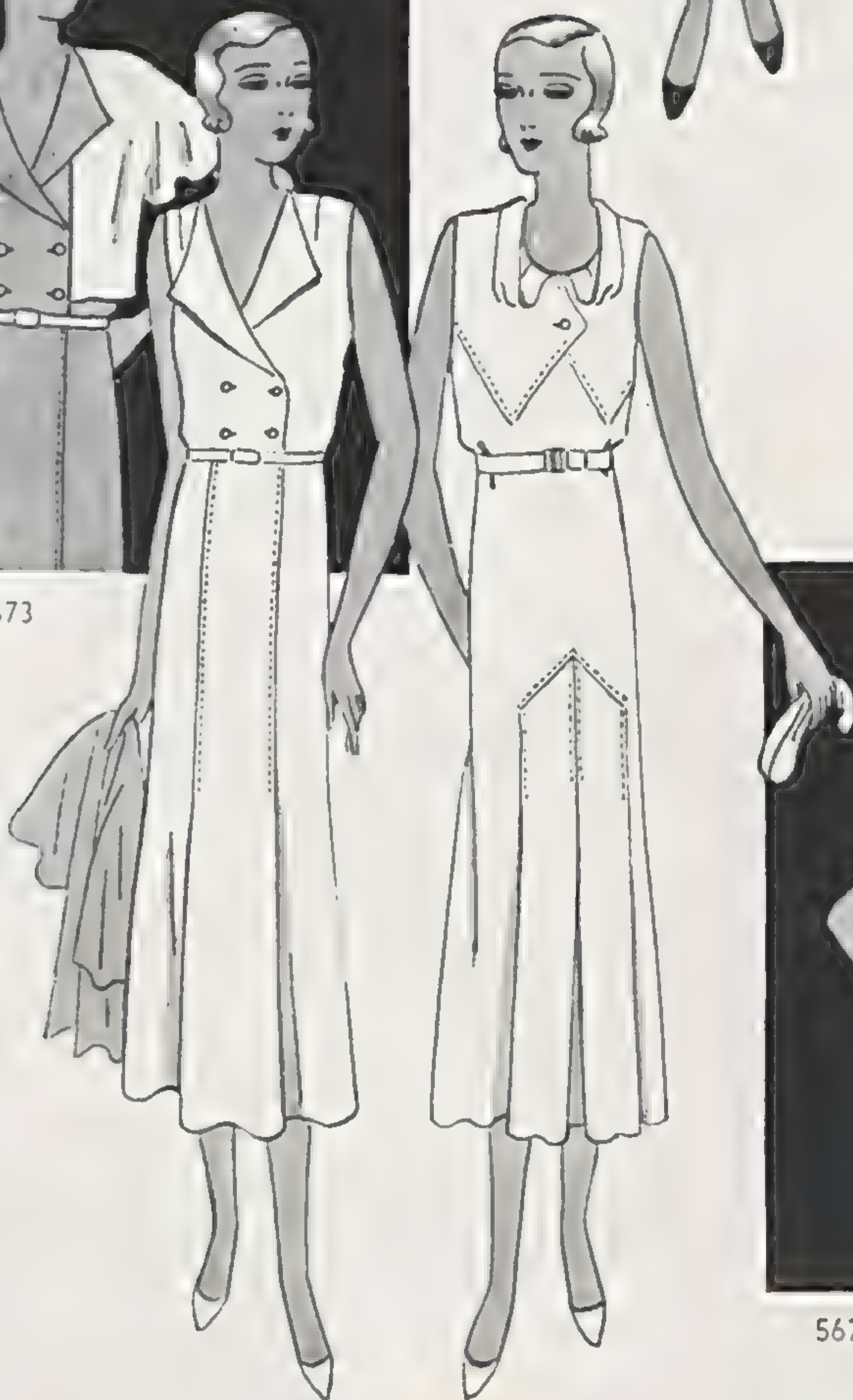


Von Horn

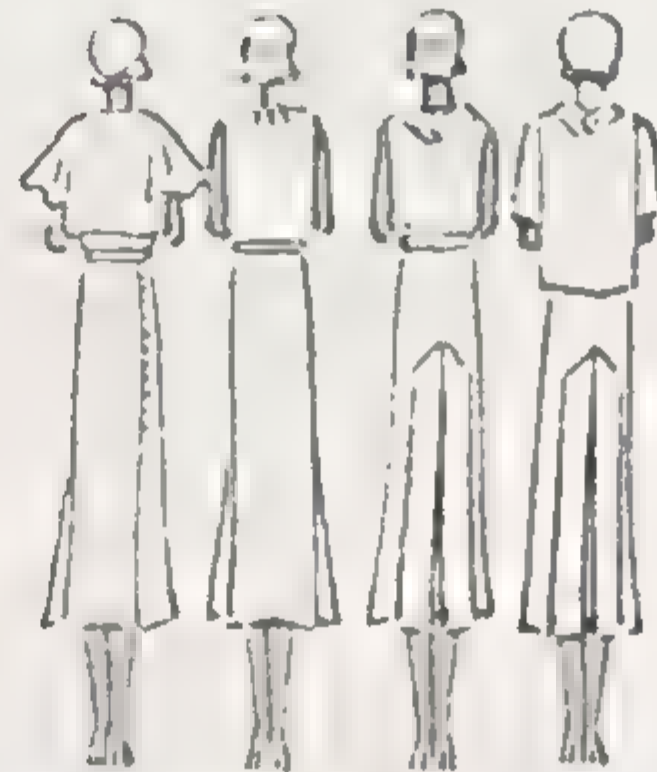
DESIGNS FOR PRACTICAL DRESSMAKING



5673



5677



5675

in town

• FROCK No. 5676—A gilet of handkerchief linen with a tucked front is the feature of this bolero model of flat crêpe. Skirt with circular front, panel back. Designed for sizes 14 to 20; 32 to 38

• SUIT No. S3510—Haas's crêpe romantique is used for this sheer suit, which has a single-breasted jacket with set-in sleeves and cuff bands. The skirt has a gored flare. Designed for sizes 32 to 40

• FROCK No. 5677—A surplice closing and a shawl collar distinguish this town model, worn with a cape attached to a belt. Deering Milliken's wool voile is used. Designed for sizes 32 to 40


in the country

• ENSEMBLE No. 5673 A separate bolero with short cape sleeves adds a degree of formality to the double-breasted frock of "Du Shana" from Du Pont. It is designed for sizes 14 to 20; 32 to 38

• ENSEMBLE No. 5675 The collar of the frock loops at the neck in front and buttons in back. Shantung from General Silk is used, contrasting in the jacket. Designed for sizes 14 to 20; 32 to 38

The bolero, the jacket, and the cape

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 21



*“till BREATH
do us part”*

*I*s the time coming when halitosis (unpleasant breath) will be legal grounds for separation? We hope not. There are too many grounds now. Yet halitosis has already been listed as an act of “extreme cruelty.” In another case, tried in the Chicago courts, it was set forth as the principal cause of a woman’s unhappiness with her husband. One thing is certain: There is no greater bar to pleasant business and social relations than unpleasant breath. It is the fault others won’t forgive.

Don’t offend others

The insidious thing about halitosis is that you yourself never know when you have it. And your best friend won’t tell you. Even when married, a man or woman hesitates to bring up this delicate subject.

One way to make sure that you are always free from halitosis is to rinse the mouth with full strength Listerine every morning and every night, and between times before meeting others. Listerine instantly overcomes odors and leaves the breath and

the mouth sweet, clean, and wholesome. Its amazing powers as a deodorant have been demonstrated in medical practice the world over.

Causes of halitosis

Every day, conditions capable of causing unpleasant breath are already present or may arise in the mouth. Its common causes are: Fermenting food particles. Decaying teeth. Teeth, natural or artificial, improperly cleaned. Digestive disorders resulting from excesses of eating or drinking. Too much smoking. Infections in the oral tract, such as pyorrhea, trench mouth, catarrh, and colds.

Why Listerine deodorizes

Because of Listerine’s instant germicidal action, it halts fermentation and decay—each a cause of odors. Since it is, in addition, a swift, pleasant deodorant, it quickly gets rid of the odors themselves. Use it before any social engagement. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

LISTERINE *ends Halitosis* (UNPLEASANT BREATH)



DOCTORS PREFER LIQUIDS FOR THOROUGH CLEANSING

Blemishes? Coarse Pores? Dry Skin? READ WHAT DOCTOR FOUND!—



789 skin examinations recently made by a great New York doctor showed these results from use of Ambrosia products (quoted verbatim from final report of examining doctor):

Blemishes . . . "Ambrosia is a clear, pleasant-smelling liquid which cleanses the skin thoroughly and deeply. It acts as an antiseptic and prevents formation of pimples and surface infections. Is healing, tonic and astringent and constricts patulous pores, thus helping to prevent the formation of blackheads and pimples. It lessens oiliness and is pleasant and invigorating in its action.

Dry Skin . . . "For all types of dry and sensitive skins Ambrosia Cream was found beneficial and softening. The majority of creams are made of petroleum oil, which makes a smooth, easily perfumed cream, but with very little softening effect. For softening and so-called nourishing, Ambrosia Cream is far superior to petroleum creams. In three cases of Ichthyosis presenting themselves at the clinic it was distinctly beneficial. (Note: Ichthyosis is the most extreme case of dryness known . . . a cracking and scaling of skin usually due to congenital lack of natural oil.)

Coarse pores . . . "Ambrosia is astringent and healing and constricts pores. Ambrosia Tightener further constricts large pores and tones skin. It also lessens oiliness, improves muddy complexions, refreshes and stimulates."

Not promises — FACTS!

These are not vague words nor promises, but the findings of a famous skin specialist, consulting dermatologist at 8 metropolitan hospitals, professor at a big medical school.

Benefit now by this doctor's research. Secure Ambrosia products from the nearest drug or department store today. Follow directions which come with every bottle. Watch defects disappear . . . skin take on longed-for loveliness old-style beauty methods failed to achieve! Hinze Ambrosia, Inc., 114 5th Ave., New York, 69 York St., Toronto, Can.

Copyright, 1931, Hinze Ambrosia, Inc.

AMBRŌSIA pore deep cleanser \$1 \$1.75 \$3
AMBRŌSIA CREAM \$1.00 • \$2.00
AMBRŌSIA TIGHTENER \$1 • \$1.50

This transformation from Pierre, the New York hair-dresser, has been dressed for evening, with two close little rolls at the sides and three in the back. The transformation is beautifully shaped to outline the natural contour of the head



ON HER DRESSING-TABLE

A FINE, clear complexion is one of the greatest assets of life, and every woman welcomes effective measures for making or keeping her skin beautiful. One specialist who is expert in providing such measures is Adele Morel, in her salon in East Sixty-First Street in New York. Her methods and preparations have individual features that have won for them an increasing following. Miss Morel's work is based entirely on the principle of providing the necessary amount of stimulation to keep the skin young and fine. There are four basic preparations in this series—a liquid cleanser that has antiseptic qualities; a rejuvenator that stimulates the skin; an ointment to provide the necessary emollient properties; and an astringent with oil in it, which serves as a powder base.

EXERCISE FOR FACES

In the treatments given in her salon, Miss Morel avoids all forms of massage and advises the same for her clients at home, providing even a little rubber brush for the application of the ointment, so that there need be no rubbing of the skin. Instead of massage, electrical devices are used at the salon to exercise the sluggish muscles of the face, just as the muscles of the body might be exercised. Indeed, this treatment is more of a thorough "work-out" for the face than it is a restful "facial," since the "Rejuvenator" makes the skin tingle sharply (in using this preparation at home, one should proceed with caution until the skin is accustomed to the reaction), and the muscle exercises make the face glow with colour. Furthermore, this is a colour that lasts for a satisfactorily long time after the treatment is over. The Adele Morel preparations can be purchased at her salon or in some shops in New York and other large cities.

The creators of Marly perfumes have produced a new lipstick, smartly stubby in shape and smooth in texture. These are carried out in an effective colour scheme of brown and beige. The lipsticks, as well as the Marly perfumes, are available in all shops.

The solid form of "Lashique," Dorothy Gray's famous eyelash cosmetic, has been made on a new base that goes

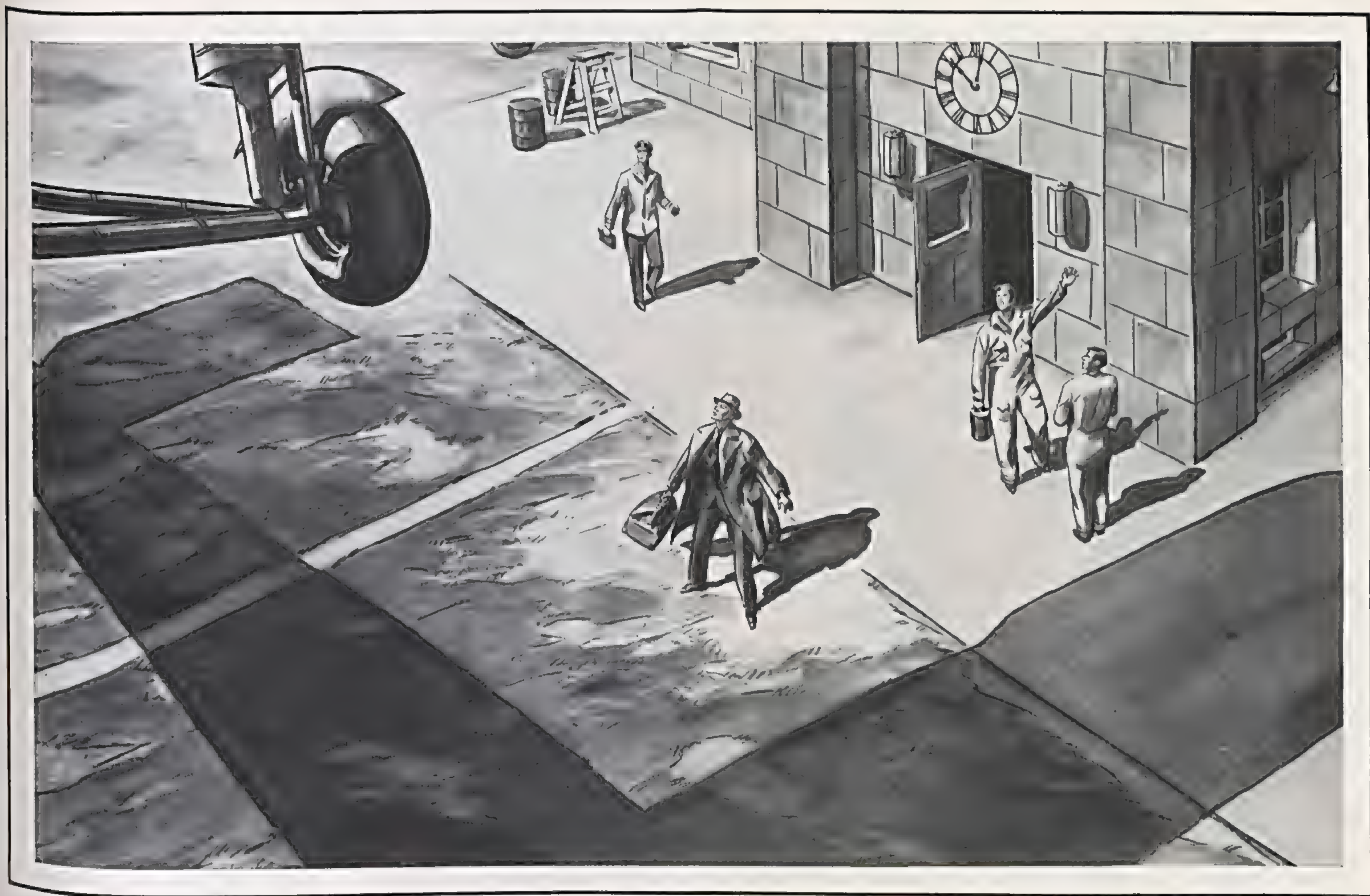
on the lashes smoothly and softly without the tiniest bit of flaking. Four shades, to be had in all shops.

If you are one who covets the smooth, closely modelled effect of un-waved hair over most of your head, but the convenience of ends that are permanently turned up, with one softening wave low on the sides, Martin from Vienna is ready to create this effect for you in his shop on Fifth Avenue. To be sure, this is a type of permanent wave that can not be depended upon to last beyond three months time, but its effect is extremely *soigné*. If your hair is curled up in back with an iron, Martin has a special baby iron that is guaranteed to catch the abbreviated locks that usually defy the larger irons. This shop adds a pleasant note to its manicures in that you can soak your finger-nails in heated olive-oil preceding your manicure, while your hair is being done, without any additional charge. This process, as every one surely knows, is the kindest gesture that can be made in keeping the cuticle smooth and workable.

In a season in which every one is talking colour, Peggy Sage has a new shade of liquid polish that has already been adopted by smart women as an excellent complement to the new colour mode. This is "Pink Coral," an attractive shade with a good deal of life to it, but minus any deep-dyed effect. The new polish with its bottle of remover can be purchased in all the better shops.

OLD FAVOURITES IN NEW GUISSE

A smart-looking series of cosmetics has recently made its début, built up around a lemon cleansing cream that has long had a following throughout the country. These are the Krank preparations, effectively packaged in dark blue and silver and supplemented by a variety of new items. One of these is a face powder, light and adherent in texture, with a delicate bouquet fragrance. Another is a smart little dust of powder-case (for loose or compact powder) and lipstick, in which modern colour and design are especially effective. One of the principal preparations to supplement the regular toning creams (Continued on page 86)



The ten o'clock plane took off at ten . . . then Jim got a Telechron[★] Clock!

TEN O'CLOCK! Idling motors roar with sudden life. The big passenger plane rolls down the runway. Now it's off—to scud along the skyways and land three hundred miles away—on time. Two minutes late, Jim stays on the ground. His clock was slow!

Modern, efficient America is learning to trust only to Telechron self-starting Electric Clocks. They govern the schedules of the finest air services. They direct the daily activities of thousands of homes and offices. Plugged into ordinary electric outlets

they deliver accurate time—without winding.

Telechron Master Clocks check generator speeds in power houses and assure Telechron precision. Telechron Clocks and Master Clocks were made for each other. And only clocks marked "Telechron" on the dial can give Telechron service in your home.

At the Telechron dealer's near you (listed in the classified telephone directory) you'll find a rich variety of interesting models. Uprights for table or desk. Tambours for the mantel. Banjos for the wall. Tall grandfather's

clocks. Some with mellow chimes, with alarms, illuminated dials and other novel features made possible by the magic of electricity.

Telechron prices range from \$9.75 to \$55. The Revere Clock Company, of Cincinnati, manufactures strike and chime clocks with Telechron motors, priced from \$30 to \$1000.

★ Telechron is the trade-mark, registered in the United States Patent Office, of the Warren Telechron Company.

WARREN TELECHRON COMPANY
ASHLAND, MASSACHUSETTS
THE REVERE CLOCK COMPANY
CINCINNATI, OHIO



Telechron



ON HER DRESSING-TABLE

(Continued from page 84)



IT'S A RIGHT SMART COUNTRY CUSTOM!

This fair golfer has practiced a clever little ruse with her Peck & Peck sports clothes. She chose a short sleeved kid mohair sweater in an airy stitch amazingly like hand knitting. \$7.50. Then she discovered the tailored flannel skirt, with pleated panel front and pockets. \$12.50. And, with the new roll sailor in pliable straw, \$12., she completed *one* smart costume that may be separated into *three* smart accessories.

PECK & PECK

NEW YORK • BOSTON • CHICAGO • DETROIT
MINNEAPOLIS • ST. LOUIS • PHILADELPHIA

is a Special Cleansing Cream, designed for use on unusually dry or sensitive skins. The Krank preparations in their new guise can be purchased at very moderate prices in drug and department shops in all cities.

For occasions when you wish to present the best possible face to the world, Renée Thornton has a preparation to help you do so in her "Enamelia," a finishing lotion that provides a smooth and flattering finish for the skin. It can be used to beautify arms and shoulders with equally good effect. A new preparation in Miss Thornton's series is "Renée-sance," a brilliantine that imparts lustre to the hair without making it oily, and another is the "Purificator," a liquid cleanser that has a determined way of removing every trace of dirt and make-up from the skin. Then, there is a new toilet soap in the Renée Thornton blue, and an overnight case fitted with beauty requisites has the advantageous feature of having adjustable holders for the preparations, so that you may change their size, according to the beauty equipment you wish to take with you. The Renée Thornton preparations can be purchased at Altman and other shops in New York and in other cities.

EXERCISE MADE EASY

No matter how determined we may be in the matter of regular exercise, there is always the danger of weakening from the sheer boredom of doing the same things over and over all by ourselves. A young woman in New York who makes it her special concern to prevent such catastrophes is Miss Louise Nuffer, who comes to your house at your own convenience and directs you in exercises either for reducing or for building up, as your case demands. Furthermore, she does the exercises with you and keeps them from becoming a stupid routine. She arrives with a folding-up rowing-machine over her arm, and part of the hour's work is done on this amusing contrivance. If you wish to make this bit of equipment your own, you can buy it for yourself and work out upon it with another healthy-minded friend. After the exercises, you take a shower, and Miss Nuffer gives you a competent massage. All in all, exercise made simple and pleasant!

The appearance of the vast array of sleeveless frocks that this season presents brings again to the fore the important matter of superfluous hair—and the more important matter of its immediate removal! The creators of Del-a-tone, the white depilatory cream, are offering a help in the solution of this problem in a new and modestly priced tube in modern guise, in addition to their regulation size. Del-a-tone Cream can be purchased at all shops.

Two pleasant and efficacious beauty liquids have recently been introduced by Martha Matilda Harper. One is a cleanser, a bland, milky liquid that is a delight to a delicate skin. The second is a powder foundation, a preparation that softens the skin as well as provides a smooth surface for powder, without any drying effect. Both of these are moderate in price and can be purchased from the Harper shops throughout the country.

A NEW KIND OF ICE

Few things in the world that we can put on our faces are more truly refreshing than ice. Many specialists make its application a routine part of their treatments and recommend it for use at home, and now a glorified form of ice in relation to beauty has appeared under the name of "Pakkold." This is an egg-shaped bowl of metal attached to a composition handle and filled with a solution, which, once frozen by being placed in the freezing compartment of your electric refrigerator, remains frozen solid for an appreciable time and provides you with a convenient and unmeltable piece of ice to work with. Its use in connection with astringents and tonics makes these liquids more than usually effective, and it also has an astringent effect in itself. If you have a headache or your eyes are tired, the smooth, ice-cold touch of this metal surface, passed gently over the forehead and eyelids, provides a new lease on life. When you are through with it, the "Pakkold" is returned to the ice-box to emerge completely frozen when you wish it again. This can be purchased from Altman, in New York.

If you have difficulty in keeping your hair in perfect form between finger-waves, Frigidine has a new setting lotion, "Settine," that proves effective in keeping recalcitrant locks in the way they should go. You smooth it over the hair, then press the wave in with the fingers, possibly fastening it in place temporarily with a few pins, and allow the lotion to dry thoroughly before running a comb through. You can buy "Settine," which has a pleasant, aromatic scent, from the makers, in New York.

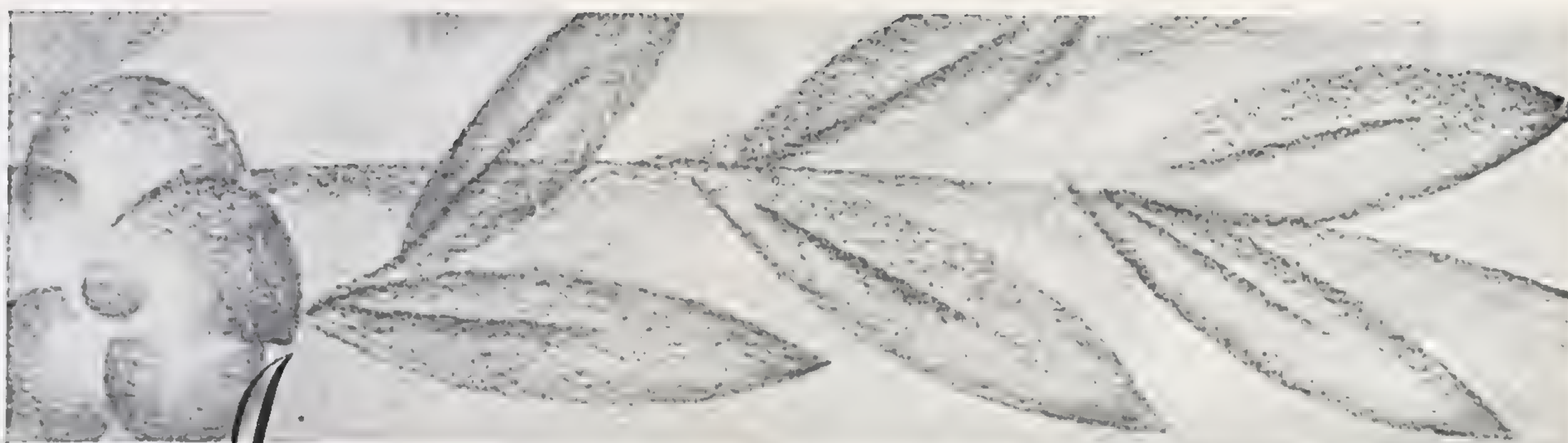
A new preparation, known as "Freshenette," has recently been introduced, with the admirable purpose of combating facial fatigue. This is a powder with a clean, fresh scent, which is poured into the water in which you wash or rinse your face. Water, freshened with this preparation, has a tonic and astringent quality. You can use it in connection with soap or cleansing cream or by itself, according to the treatment your skin requires. This is one of those convenient and easy-to-use preparations that are welcome in a busy life. Freshenette can be purchased in drug and department shops.

Vogue will be glad to send you upon request a booklet, "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington at Forty-Third Street, New York City

BEWARE!

Ten years ago, 2 out of 3 women were troubled with an oily skin.

But today, dry skin is making 7 women out of every 10 look prematurely old.



Is your beauty treatment making you look old?

BECAUSE they are using preparations designed for a skin condition that modern times have changed, many women are actually hastening the coming of old age.

Ten years ago most women sought help against oily skin. But those days have gone. Now, seven out of every ten complexions are too dry. And a dry skin ages before its time.

These are to blame, say dermatologists

Reducing diets which have eliminated fats and oils from our menus have played a big part in bringing about this change. Other contributing factors are steam heated homes, motoring, outdoor sports and the swift pace of modern living.

Our habits have changed our skins. But our beauty treatments for the most part have remained the same.

Seven women out of ten should heed this warning

No skin can stay young and healthy without a certain amount of softening oils to keep it pliable and resilient. A skin that has lost its natural oils becomes dull and lifeless.

In the place of the firm texture of a youthful skin comes the drawn shriveled look of age. A dry sensitive skin wrinkles easily and is easily irritated.

Lacking the natural oils, a dry skin must have a well-balanced treatment of mild creams and bland oils to restore its elasticity and resistance.

The old ways are now cruel

Preparations that were all right in the days when oily skins were so prevalent are now the cruellest treatments you can give the dry skin of today.

Yet thousands of women still cling to beauty preparations that actually do more harm than good.

The chances are that your skin, like that of

most women today, is too dry. For that is the inevitable result of modern living.

If that is the case, stop using preparations that only make your skin older and dryer.

Primrose House, first to sense the need for an entirely new method, has developed a dry skin treatment of oils, creams and balsams for your protection.

Try this special dry skin treatment in your own home

Your skin becomes gradually dry without your noticing it. If your cheeks seem dry and taut even though there is some oiliness around the nose and forehead, your skin is basically dry and should receive this special treatment.

AT NIGHT

1. Cleanse with Rose Leaf Cleansing Cream. 2. Remove the cream with a pad of absorbent cotton saturated with Primrose House Skin Freshener. 3. Now spread a mixture of Nourishing Cream and Smoothskin oil (mix a few drops of oil with the cream in the palm of the hand) over the face and throat. Leave the mixture on the skin for at least five minutes, then remove any excess cream that has not been absorbed by the skin with a soft cloth or tissues.

IN THE MORNING

1. Cleanse with Rose Leaf Cleansing Cream. 2. Remove the cream and tone the pores with a pad of absorbent cotton saturated with Primrose House Skin Freshener. 3. Apply make-up—Pomegranate Rouge and Chiffon Powder of the proper shades.

Follow this simple treatment for ten days and notice what a vast improvement your skin shows.

• • •

So that you may see for yourself the softening effect that Primrose House Creams and Lotions have on dry skin, we have made up an Introductory Package, containing all the preparations necessary for the treatment described above—Rose Leaf Cleansing Cream—Skin Freshener—Nourishing Cream—Smoothskin Oil—Pomegranate Rouge and Chiffon Powder. This miniature set may be obtained at any of the better drug or department stores for \$1.00, or send \$1.00 direct to Primrose House, 595 Fifth Avenue, New York City.



A minute alone



... and MUM!

that's all you need for complete protection

THE old days when women thought that regular, frequent bathing and a finishing dash of perfume or talcum was protection against underarm perspiration odor, are gone forever.

And how glad women are! What a comfort it is to know that you can carry real insurance against this meanest of Nature's tricks.

Mum! A minute alone, any time, anywhere, and you can make yourself safe from that odor which always marks one as—well, at least insensitive to the nicer refinements.

That's why Mum is such a joy! You can use it while you're dressing. No fussing, no waiting for it to dry.

There's nothing in Mum that can

possibly injure fabrics. And there's nothing in it that irritates the skin—even a sensitive skin. You can shave, put on Mum at once—and never a smart or burn!

Another thing—you know how odors cling to your hands when you prepare onions or fish for dinner, or when you have to sponge a spot with gasoline. Mum rubbed on the hands kills every lingering trace of odor instantly!

Carry Mum in your purse with your compact. Have underarm niceness always at hand. You can get Mum at all toilet goods counters, 35c and 60c. Mum Mfg. Co., Inc., 80 Varick St., New York, N. Y. Canadian address: Windsor, Ontario.

MUM

SANITARY NAPKIN USE. You will be grateful to know that Mum on the sanitary napkin gives complete protection.

MODELS FOR THE YOUNGER SET ADVOCATE

CHIC SIMPLICITY



• Frock No. 3171
Shirred crêpe; may be smocked in points. Designed for sizes 2 to 10

• SUIT No. 3172—Two-piece model of linen; straight trousers. Designed for sizes 2, 4, 6



• ENSEMBLE No. 3170
HAT 3169—Frock; sleeveless jacket. Designed for sizes 10 to 14

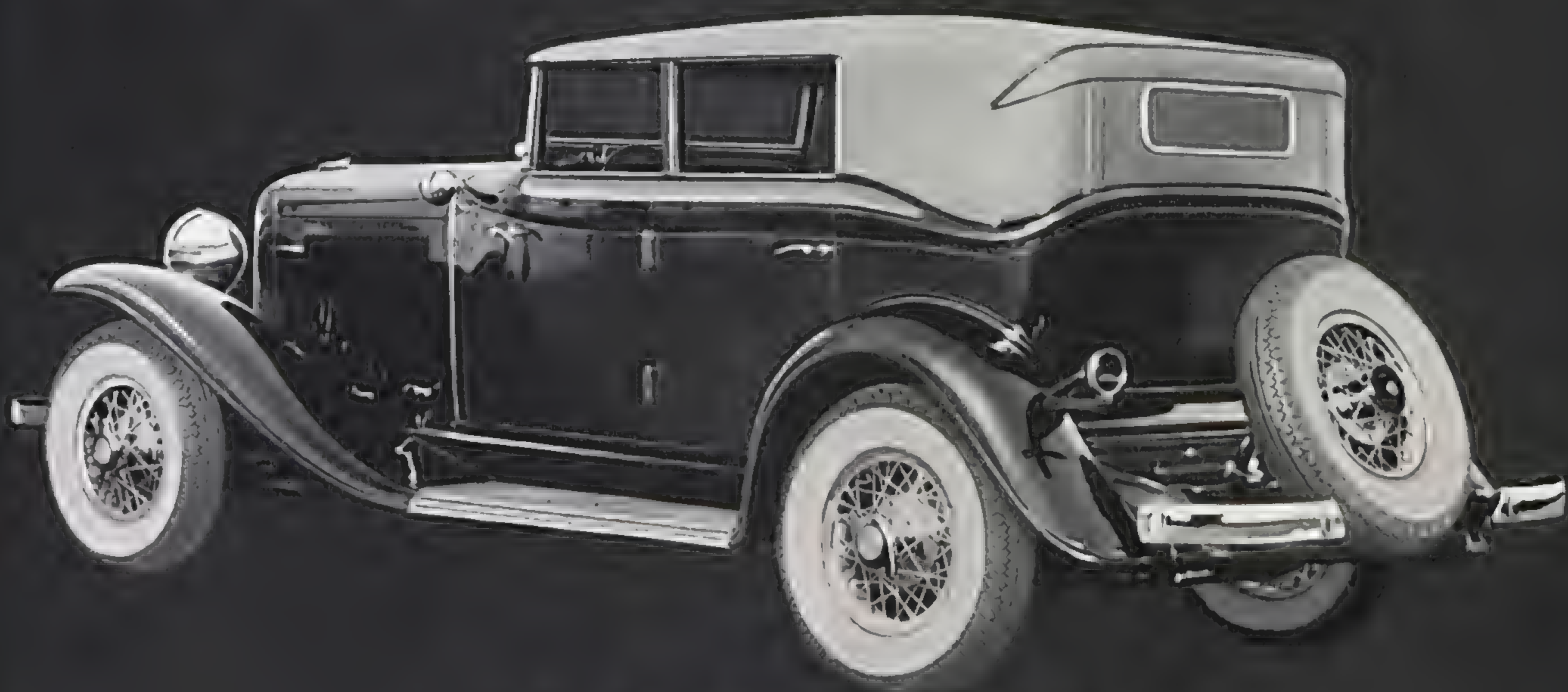
• ENSEMBLE No. 3170
One-piece frock; long or short sleeves. Designed for sizes 10 to 14

• BLOUSE No. 3173
SKIRT No. 3168—HAT No. 3169—Costume designed for sizes 6 to 14

DESIGNS FOR PRACTICAL DRESSMAKING



We are often asked why Auburn, the originator of designs, never advertises the exterior beauty of its cars. Because, we believe that basically an automobile is a machine for transportation; also that it is a very important investment. Structural strength, efficiency and endurance, and not outer appearance, are the fundamentals that determine value. The surface may attract, but it is the inner quality that holds the allegiance of Auburn's owners.



AUBURN

POWERED BY LYCOMING

The car illustrated above is the Five-Passenger, Convertible Phaeton Sedan. Silent-Constant Mesh in Standard Models. Also Free Wheeling in Custom Models. Custom models 8-98A: 5-passenger, 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345. All Custom Models include Free Wheeling. Standard models 8-98: 5-passenger, 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995; All prices f. o. b. Connersville, Ind. Equipment other than standard, at extra cost. Prices subject to change without notice. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



*Nothing So Alluring
as a Beautiful*

VITA-TONIC WAVE
says —

MARY ASTOR

MARY ASTOR, charming young screen favorite says: "There is nothing so captivating as beautiful, wavy hair—sparkling with life, lustre and glorious sheen. I keep a soft, alluring wave in my hair by having it permanently waved with Frederics Famous Vita Tonic Process".

To be sure that your Hairdresser gives you a Genuine Vita Tonic Wave—examine the wrappers used on your hair—make certain that no harmful imitations are used.

We will gladly send you a free Vita Tonic Wrapper to take with you when going for your permanent. Compare it with the wrappers used by your Hairdresser—assure yourself of getting a Genuine Vita Tonic Wave. At the same time we will send you an interesting booklet on the care of your wave and a complete list of Hairdressers in your vicinity who give Genuine Vita Tonic Permanent Waves. Write Dept. 189, E. Frederics, Inc., 235-247 East 45th Street, New York, N. Y.

LOOK FOR THIS WRAPPER

Do not permit your Hairdresser to use cheap, inferior wrappers on your hair. They leave the hair in a harsh, dry and strawy condition. Don't accept such statements as "just as good" or "better"—insist on a Genuine Vita Tonic Wave.



Frederics VITA-TONIC WAVES

BENEATH THE MOULDED MODE ARE WELL-

FITTED GARMENTS



• EVENING PYJAMA SLIP
No. 5679—Of flat crêpe,
with circular leg sections
and a brassière top. De-
signed for sizes 14 to 42



• NIGHTGOWN No. 5681
Lace and triple chiffon;
tucks under the tied rib-
bon belt. Designed for
sizes small, medium, large



• BLOOMERS No. 5680
Snug-fitting are these crêpe
bloomers with knee bands
and a shaped yoke top.
Designed for sizes 26 to 36

DESIGNS FOR PRACTICAL DRESSMAKING



"One of the first things we learn in a screen career is the use of Kleenex for removing creams and cosmetics from the skin. Thorough cleansing is so important, and Kleenex absorbs so quickly that the skin is left completely clean."

Lupe Velez

"I trust only Kleenex . . . to remove creams and cosmetics safely"

says **LUPE VELEZ**

Universal's popular star knows that even such dramatic beauty as hers can't do without the protective cleansing of Kleenex!

HOW interesting is this statement from Lupe Velez—the beautiful screen actress who starred so brilliantly in "Resurrection."

She says: "One of the first things we learn in a screen career is the use of Kleenex for removing creams and cosmetics."

Why do you suppose screen actresses are so insistent on this matter of Kleenex? It's because they know that you simply *must* get cold cream and dirt out of the pores.

Kleenex does—by absorbing dirt and cosmetics as it faithfully removes every trace of cleansing cream. Kleenex is far more absorbent than towels or "cold cream cloths."

As Miss Velez says, "The blemishes that start from embedded dirt or cosmetics just don't

have a chance . . . Kleenex is so soft and gentle, and absorbs so quickly."

Apart from its absorbent cleansing action, Kleenex appeals to women because of its daintiness, its softness, its absolute sanitation. These gentle tissues cannot irritate the most delicate skin.

Kleenex does away entirely with the ugly, germ-filled "cold cream cloth." Each time you select a fresh, clean, unused tissue. Kleenex saves towels from cosmetic stains and grease.

Kleenex will contribute to your beauty in other valuable ways. Use a Kleenex tissue for



smoothing in rouge, for dusting off surplus powder, to give the natural look desired by all smart women now.

For handkerchiefs

Doctors and health authorities discovered that Kleenex is a health necessity, to replace handkerchiefs. And now thousands of people will use nothing else. It prevents self-infection from

germs in handkerchiefs. It is discarded after a single use. Kleenex comes in packages at 25 cents, 50 cents and \$1.00. Prices are the same in Canada. At drug, dry goods or department stores.

KLEENEX COMPANY, Lake Michigan Building, Chicago, Ill. Please send free sample of Kleenex.

Name _____

Street _____

City _____ State _____
In Canada, address: 330 Bay Street, Toronto, Ont.

KLEENEX CLEANSING TISSUES



...You will like the Linit Beauty Bath because the results are *Immediate*...



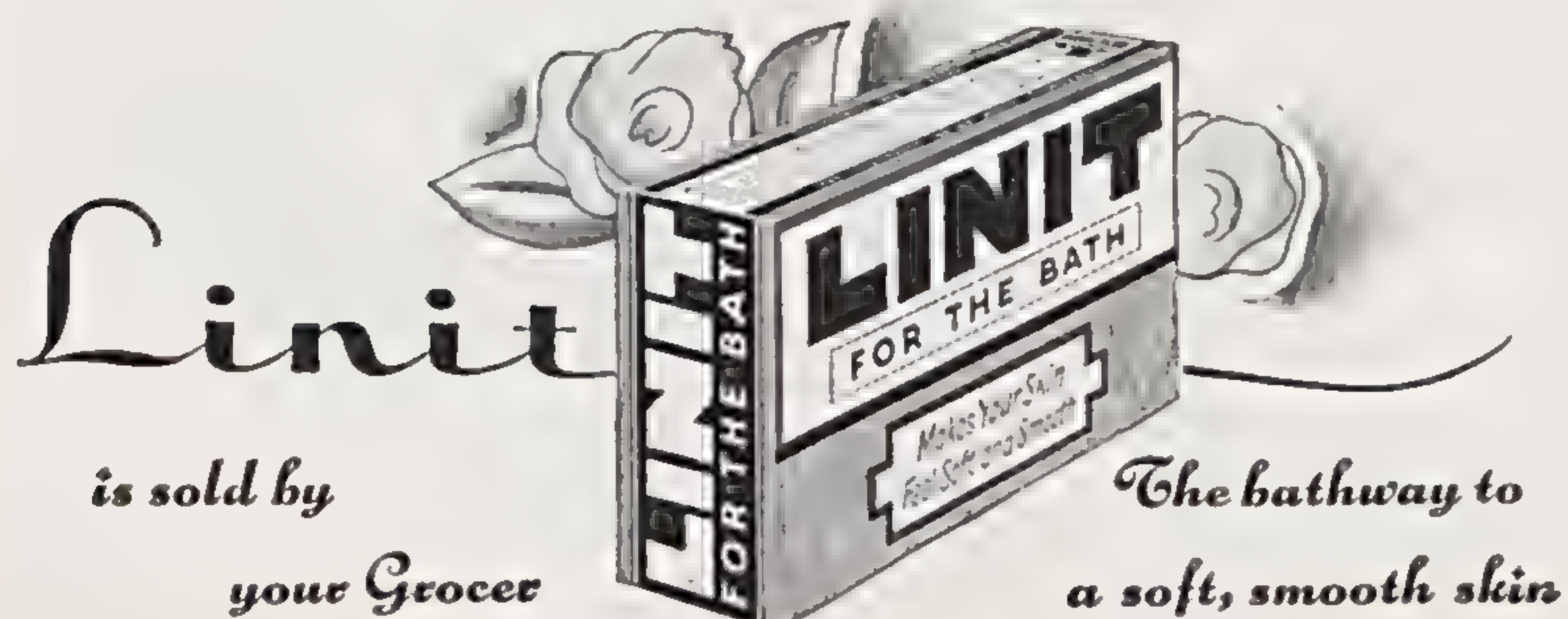
YOU need not wait weeks for some sign of improvement in your skin. The Linit Beauty Bath is an outstanding beauty secret—not only is it amazingly economical, but the soothing, luxurious results are IMMEDIATE.

Merely dissolve half a package or more of Linit in your tub—bathe in the usual way, using your favorite soap—and then feel your skin—soft and satiny smooth!

This soft, velvety “finish” comes from a thin coating of Linit left on the skin which is invisible to the naked eye. This coating of Linit adheres well, never comes off on the clothing—eliminates “shine” and harmlessly absorbs perspiration.

THIS TEST PROVES IT TO YOU

After dissolving a handful or so of Linit in a basin of warm water, wash your hands. The instant your hands come in contact with the water you are aware of a smoothness like rich cream—and after you dry your hands your skin has a delightful softness. You'll be convinced!



Linit

is sold by
your Grocer

The bathway to
a soft, smooth skin

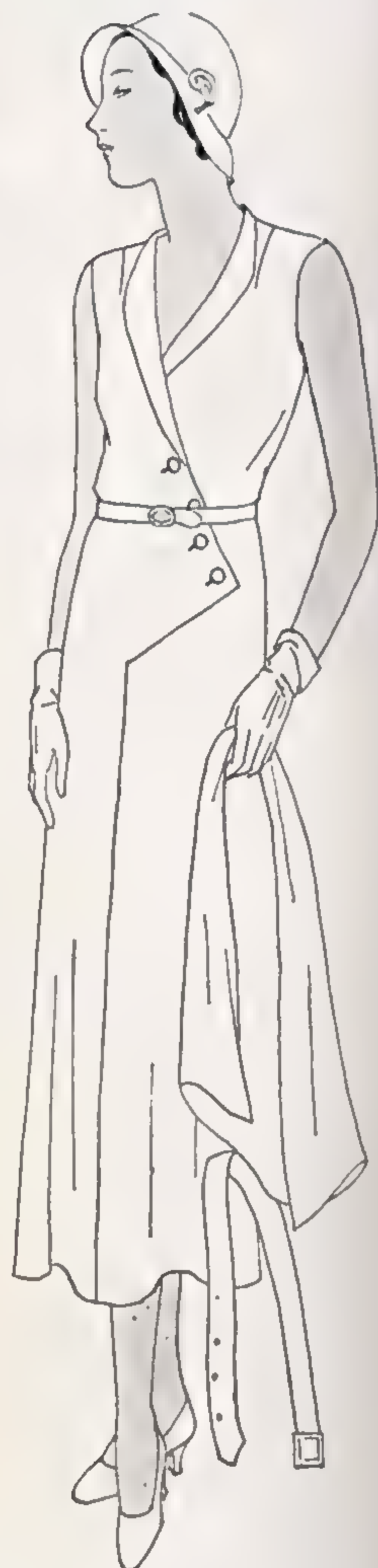
MANY A FROCK HAS ITS OWN WRAP

THIS SEASON

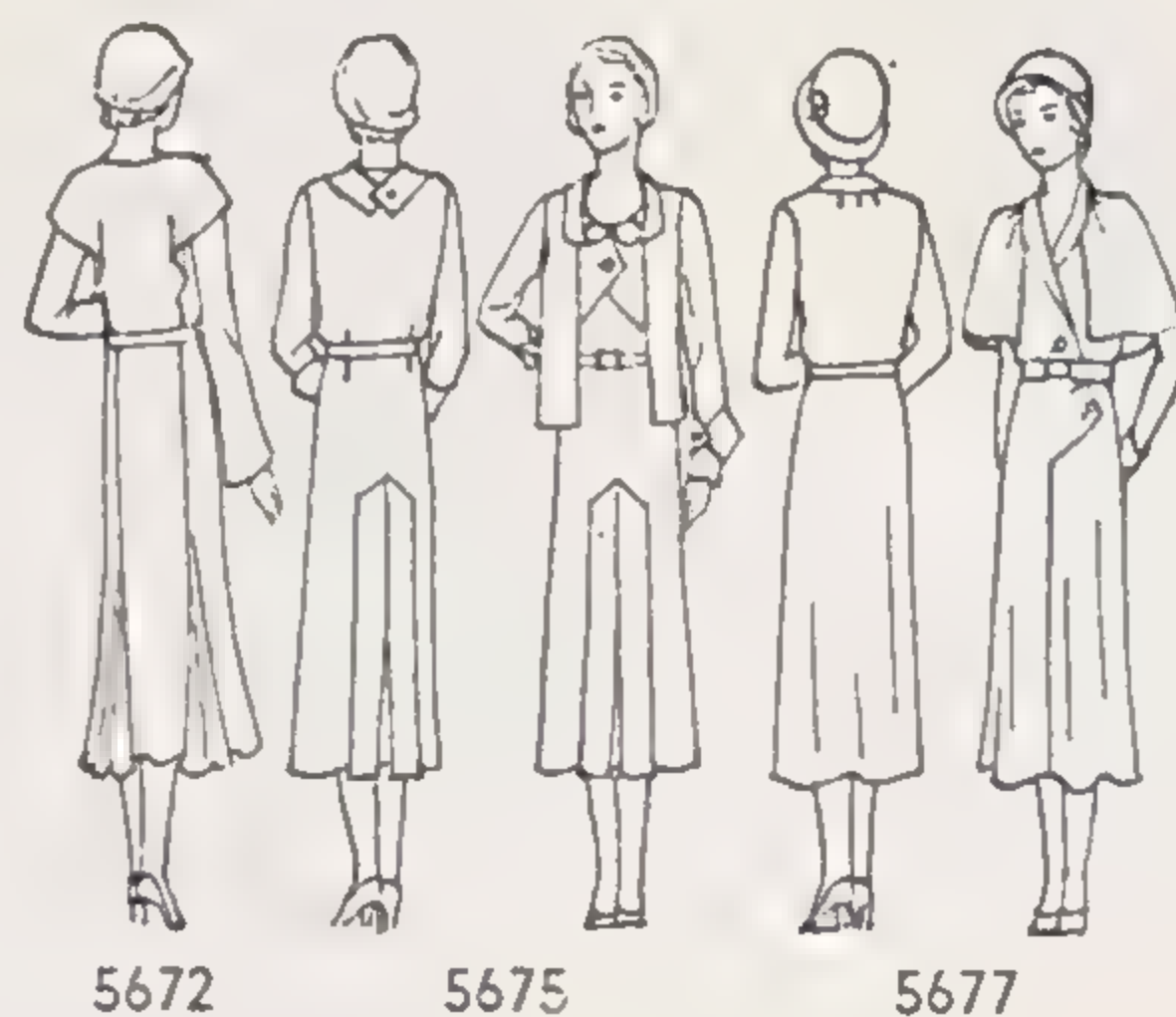


• ENSEMBLE No. 5675—This model consists of a one-piece frock and a sleeveless jacket (shown on page 82). Designed for sizes 14 to 20

• FROCK No. 5672—A Contemporary printed crêpe from Schwarzenbach Huber is used here. (Also on page 80). Designed for sizes 14 to 20



• CAPE FROCK No. 5677—A circular cape joining a belt and a one-piece frock are included (also on page 82). Designed for sizes 32 to 40



DESIGNS FOR PRACTICAL DRESSMAKING



The silent, smooth performance of La Salle V-8 is admirably reflected in the long, flowing lines of the 2-passenger Coupe with body by Fisher, illustrated below. La Salle V-8 prices range from \$2195, f. o. b. Detroit, G. M. A. C. terms available on all body styles.

So completely is the ideal of fine workmanship ingrained at the Cadillac plant that, no matter whether it be for Cadillac or for La Salle, every detail of design and manufacture is approached with the same meticulous care.

There is only one standard of excellence, regardless of the task to be done. As a result, the La Salle V-8 provides a degree of quality and a type of performance far beyond those suggested by its moderate price.

LA SALLE V-8



"I've ridden the Western Plains

—says *Chesterfield*



Yet you'll meet me in the thick of a Broadway crowd"

It's a far cry from the cow country to Broadway. But what it takes to make the broncho buster "open up" about his cigarette is exactly what you want in your smoke. Good *taste!* And that's first of all tobacco quality. What you taste in Chesterfield is riper, better tobaccos—not another thing—blended and "cross-blended" to fragrant, *satisfying* mildness!

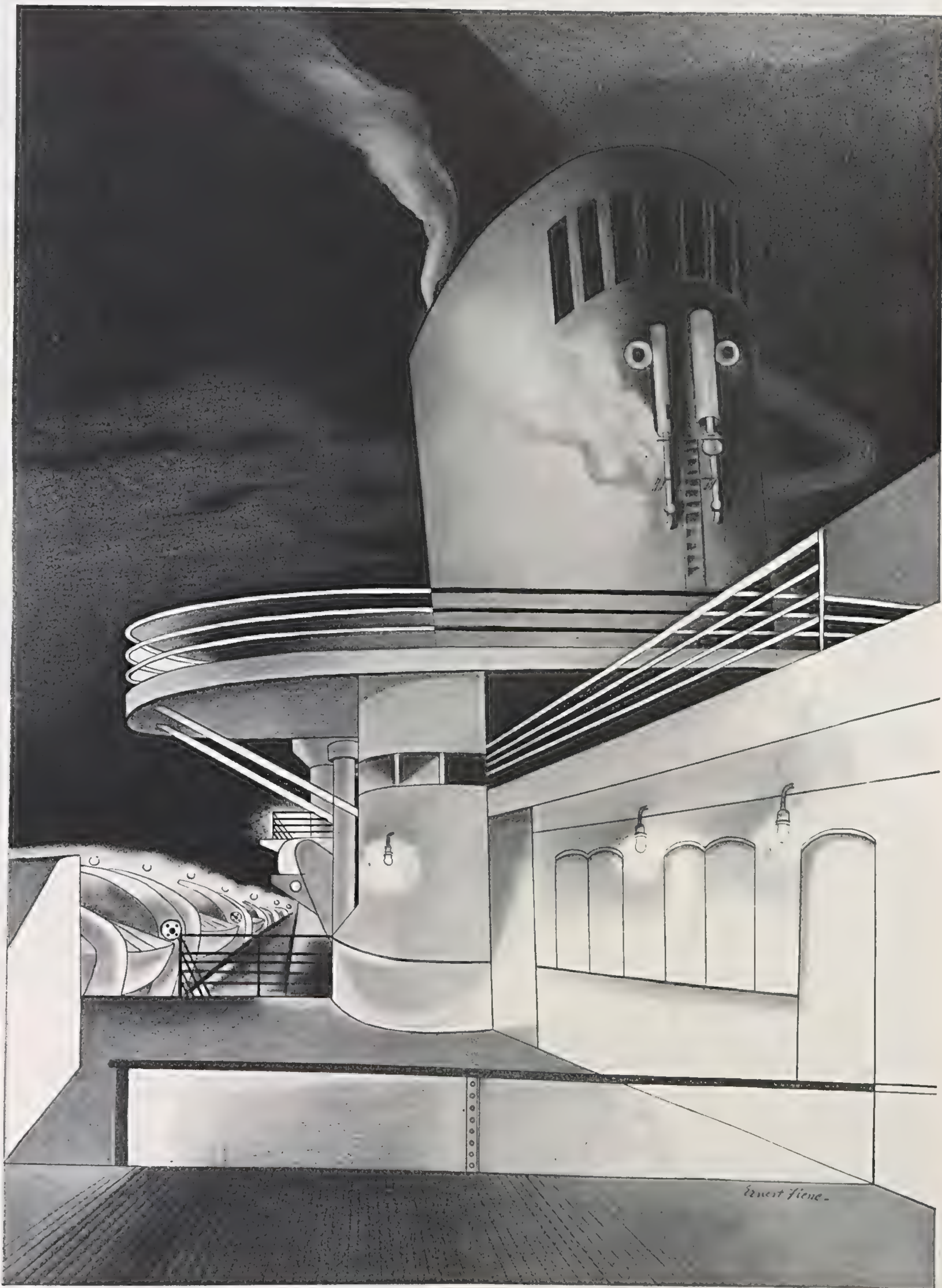
Chesterfield



Greater mildness
... better taste!

● BREMEN • EUROPA • COLUMBUS

BERLIN • STUTTGART • GEN. v. STEUBEN • DRESDEN



FIVE NIGHTS TO EUROPE

in the comfort and luxury of the two fastest liners afloat is merely one of the many features that have made the whole Lloyd fleet famous among well informed travelers • Lloyd offices and agents everywhere



ARE YOU A "SLIDER"?

PRENTICE FASTENERS

MAKE IT EASY!

Not "back-sliders" but very modern "forward sliders" are the smart young women who slide in and out of sports clothes and bathing suits with the lightest possible pull on their dependable Prentice Fasteners. • They *slide* into their overshoes, they *slide* their handbags securely shut, and they *slide* into their pyjamas at the end of hard-playing days!

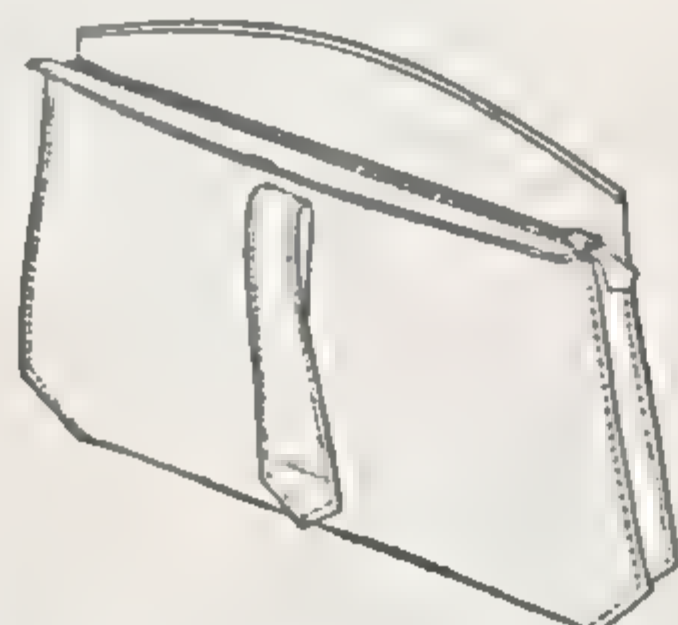
• But—just a whisper in your ear—be sure your slide fasteners have the name PRENTICE in tiny letters on the "pull"—they're strongest and most flexible, and they're absolutely rustproof!

THE G. E. PRENTICE MFG. CO., NEW BRITAIN, CONN., U. S. A.

Manufacturers, for twenty years, of
"Personal Hardware" and Distinctive Metal Goods

NEW YORK OFFICE: 200 Fifth Ave. CHICAGO OFFICE: 120 S. LaSalle St.

DOLLIVER & BRO., PACIFIC COAST REPRESENTATIVES
Seattle San Francisco Portland Los Angeles



PRENTICE PRESTIGE POINTS

A fastener famous for Strength.

Rust-proof. Launderers perfectly. Smooth outside surfaces. Flexible and easy to use.

PRENTICE

Dependable Slide Fasteners

[In Canada—THE ROYAL FASTENER]

COMPLETE PATENT PROTECTION

NEW ENGLAND

(Continued from page 51)

of Rhode Island, is the Greycroft Antique shop. In Wickford, near-by, is the Wickford Hill Antique shop. These peregrinations will probably take up at least part of your day. Providence is an hour's drive away, to be reached for lunch or dinner. The Providence Biltmore is a good place with marvelous food.

You make for Cape Cod, which means you cut south, going through New Bedford, with its "captain's walks" atop the square wooden houses along the main streets that will make you stop and think about the old whaling captains who stood on these high platforms, glasses in hand, and stared out with seamen's blue eyes at the blue sea, waiting for their whalers to come in. Mrs. Clark's antique shop on North Water Street will be full of pine furniture polished by generations of whaling New Bedforders.

Near New Bedford, there is a sight worth seeing. On the estate of Colonel Green, the son of the famous Hettie, is a dock at which is tethered, or whatever the more nautical and less pastoral word is, a real guaranteed whaler. The captain's cabin, the fo'c'sle where the crew were quartered, and the harpoons are fascinating to any who feel the spirit of the Moby Dick era. To show you around, there is sometimes an old whaling captain who tells you that all modern men are sissies and nobody knows what a hard-boiled man can be since the old whaling gentlemen went to their graves.

You can make Chatham, on the elbow of Cape Cod, by night. There you stay at the Chatham Bars Inn and go out antiquing the next day at the Treasure Shop. Chatham is the place where the original "Shavings" lived, and for all we know is living yet.

SHRINKING CAPE COD

Experts write articles that tell us that Cape Cod is being gradually washed away, by the incessant wear and tear of the Atlantic Ocean worrying away at its edges. About a foot goes every year, and the natives and fanatic summer people put on quite a good act about the necessity of doing something to stop it, quick, like building a breakwater. But, since even the experts admit that it will be a mere matter of a million years before there ain't no Cape Cod, there is no cause for alarm lest you get your feet wet on your tour.

Cape Cod is noted for its sand-bars, for its trees all bent toward the south because the north wind takes life so seriously in the winter-time and for being the place that the Pilgrims started to land on and decided against in favour of Plymouth. If you have an eye for rural architecture, you will get a thrill from the uniform little white cottages of fishermen, alike even to the red geraniums growing in green dories in the front yard.

On the south shore of the Cape are such delightful and salt-smelling towns as West Harwich, with the Belmont to stay at, and Hyannis, the shopping centre of the Cape, with its Treasure Shop for antiques. Drive further on down the arm of Massachusetts. After miles of a road that

confusingly and charmingly runs beside the sea and suddenly dives into black forest where only a salt smell betrays your nearness to the ocean, you will come to Provincetown, at the very tip, where native whitewash vies with the Little Theatre Movement and where you can stare out at the Ocean and know that no grain of earth lies between you and Spain. You have reached the end of Route B.

ROUTE C AND ONWARD

Route C begins back in New York and takes you north in the same general direction as the Connecticut River sees fit to go. After New Haven, you turn north and take the road to Springfield, which, barring excessive blow-outs, you should reach with ease by the middle of the afternoon and so have time to go to the Edna Winter antique shop on State Street and poke around for an hour before starting out to make Amherst, where you can spend the night at the Lord Jeffery, the same one that they sing about at the college Mr. Coolidge's son went to. Next morning, you will cross the line into New Hampshire, just as the River does, and have lunch at the Hanover Inn in Hanover—that town near the Canada border which has been so naughtily and yet so truly called Hangover. That night, you can put up at the Montgomery House in Haverhill, which house is a beauty and a grand example of what you came to New England to see, or at the Tarleton Club in Pike, which is on a lake.

Next day, go on to Saint Johnsbury, in Vermont, which is a town strangely delightful for its stately, primmy examples of the best in Victorian architecture. Here, in a hollow under the tall, bright green hills, there is one of those incongruous, pretty factories made of dim soft orange brick. There is a man named Johnson in this town who can sell you very good antiques, if you can find him to buy them from.

Dixville Notch is at the top of New Hampshire, and here, after your trip of hitherto negative activity, you can play golf at The Balsam, where you will also spend the night. When you come down from your mountain heights, you can go home by a different route, taking you first to Bretton Woods, under, as the tabloids would say, the grim shadow of Mount Washington, where you can stay at The Mount Washington and do a little dancing at the Cave Grill.

Further south, you will come to Franklin, where there is the Webster Antique Shop (a very good one) and, across the road, an old schoolhouse, which now dispenses not learning, but food. Drive on, and you will come to pretty Dublin, the place people go to and never come back from, because, in the deplorable idiom of our day, it gets them. And, here, as if suggesting that you, too, will fall wisely and well for Dublin's soft emerald charms, we may end Route C or else take it just a bit further to Poland Spring, where you will stay at the Poland Spring House and taste the mellow antiquity that is there.

Route D begins properly in Boston. We shall (Continued on page 96)



It was CHERAMY who first blended floral fragrances with Eau de Cologne so that the stimulating, refreshing, healthful properties of Eau de Cologne were combined with the luxury of floral fragrances.

The floral Eau de Cologne of Cheram is a body lotion that should be employed after the bath, or if time and place make the bath inconvenient—in its stead. Not only does it create a renewed energy and vitality when rubbed upon the body, but its daily use keeps the skin in a healthy, smooth, dainty condition—and incidentally it is a most economical form of perfume in these incomparable Cheram odors.

Lavande Muguet
Fougère (Fern) Ciel Bleu
Pois de Senteur (Sweet Pea) Lilas
Chypre Jasmin Mimosa Rose Violette

APRIL SHOWERS

FLORAL

EAU DE COLOGNE

CHERAM

P A R I S



WE'D LIKE TO BE LIBERAL ABOUT IT

but there just isn't any trunk
as good as a HARTMANN

THAT'S not merely a casual opinion. It's a proven, easily demonstrated fact. Trunk dealers know it. So do several hundred thousand satisfied Hartmann owners...and the more widely they have traveled, the more convinced are they that it is so.

A fine trunk has but one major purpose in life. That of carrying clothes safely, conveniently and in orderly, unwrinkled fashion. A Hartmann does that flawlessly—as no other trunk can.

Sturdily built, affording years of trouble-free service...smartly styled in the newest colors and finishes, there is no finer luggage to be had. 50 sizes and models. \$35 to \$450. Hartmann Trunk Co., Racine, Wisc.

At your better shops and department stores.

BEACH CLOTHES IN FULL SAIL

(Continued from page 52)

begins. The top of your pyjama is, half the time, the top of your bathing-suit. The new thing is to have your maillot of hand-knitted wool. Schiaparelli, Régné, Hélène Yrande, and Fauvety are all making bathing-suits like this. Schiaparelli has jersey trousers to pull on over your suit, ribbed so that they close in firmly and easily around the waist. She also shows a townish-looking coat that could easily pass for a beige-and-black tweed and is, actually, made of towelling. Yrande makes hand-knitted brown woollen trousers to button smoothly over a beige-and-brown hand-knitted bathing-maillot; Fauvety makes a separate, short, hand-knitted wrap-around skirt. Yrande, by the way, has big hats and sandals of hand-knitted straw; the sandals have cork soles. Straw beach bags go with these.

Red, white, and blue has the run of the beaches, without a doubt. There's Régné's hand-knitted bathing-suit with a white top and bright red trunks, over which go navy-blue jersey pants. Hermès keeps the red, white, and blue combination definitely on the nautical side, with the emphasis on very dark navy-blue. Here, also, you find trousers made to go with bathing-maillots, which—every one please notice—are

shorter-than-ankle length. Pyjama trousers have definitely straightened and narrowed and shortened.

Augustabernard and Lanvin get all the possible value out of the contrasts of dark blue and white. Both handle the two colours in large quantities, so that you get the exciting play of light and dark that goes through the rest of the mode.

Patou does amusing things with a khaki-tan. He uses it in jersey for a beach suit with shorts. He uses the same tan jersey for pyjamas and gives them character by a wide, encrusted belt in navy-blue. Another of Patou's good ideas, this season, is a light-weight grey woollen pyjama, also trimmed in navy-blue.

These are the pyjamas that you can wear for an amphibian sort of life, half on shore, half on boats. But not for your formal yachting days. You now go to sea in white duck, with narrow trousers and a fitted, buttoned coat. Chanel has a white linen yachting pyjama that is superb. Maggy Rouff has a perfect one in white piqué. Anything but a pyjama, for yachting, is obsolete. If you are going near the water, it's the yachting pyjama that will be the newest feature of your wardrobe this year.

N E W E N G L A N D

(Continued from page 94)

assume that you know how to get to Boston. Boston is a city famed for mauve window-panes, for its enormous number of antique stores, and for its Public Library, which has a number of paintings of what an artist once called Pargical subjects. It is also worthy of an antiquer's note in having a section called the South End, which is extremely slummy and filled with exquisite houses built long ago and now occupied by char-ladies and small, dirty children eating chronic bananas.

From Boston and the comfortable Copley Plaza, you aim north. You can take the Newburyport Turnpike. Newburyport, when you get there, is worth stopping and looking at. It has a funny, rather famous charm to be attributed to its pinkish brick houses and a quality that makes it seem to be constantly sunny, which can't be right. The Inn is called the old Wolfe Tavern. If there is no hurry at all, you can drive around by way of Swampscott instead of taking the Turnpike. Here, the New Ocean House is worth staying at.

Push on to Portsmouth and stop for tea, assuming it's tea-time, at the Tea Shop on Middle Street, or eat divine lobster at a little chop-house called Ham's, or spend the night at The Wentworth, a noble old house. Portsmouth is on New Hampshire's tiny seacoast and has the quiet, wistful, church-bellish atmosphere that makes so many New England towns appealing. Rye Beach is not far away, and, if you are charged with energy, perhaps you would like to keep on until you get there, put up at the Far-ragut, and have a swim before dinner.

A little further north, you will come to York Village, on York Har-

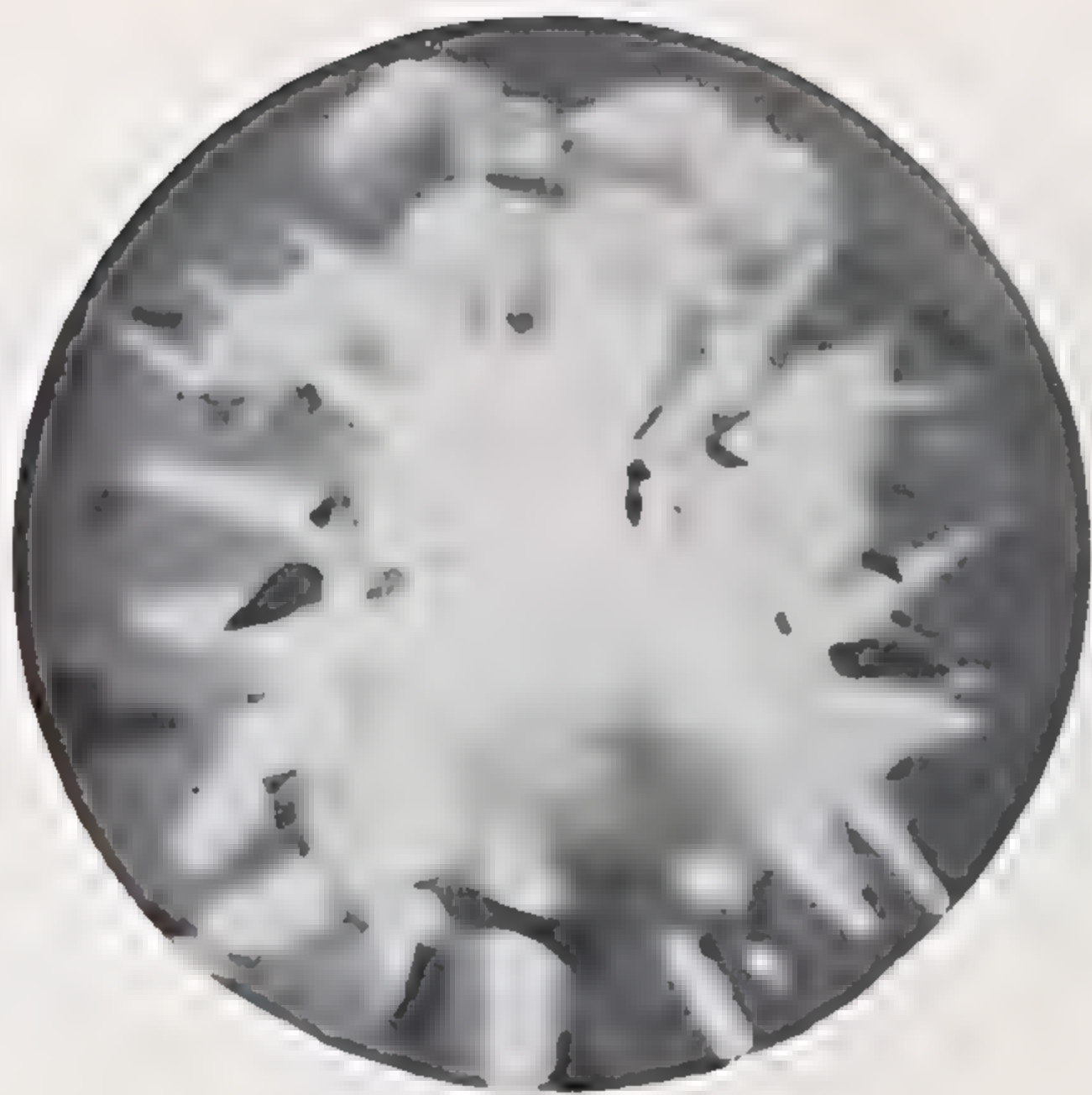
bour. The Marshall House is the place for you to go and perhaps stay for a bit and find how invigorating northern New England water can be when it really tries.

When you next get behind the wheel of your own particular Juggernaut, make for Rockland, the jumping-off place for the islands. The Samoset is the place to stay at, and you will find, when you get ready, that boats leave at nice hours for all the places you have ideas about. Dark Harbor is fairly near. On this fair isle, there are no automobiles nor electricity. Buggies drive you pleasantly about, the wheels making a shuffling noise in the sand roads, and, when dusk comes, a few street lamps will be lighted by hand. Stay at the Islesboro Inn.

Or, if you will, take a boat to Bar Harbor—Mount Desert, they are the same. It is a long sail and a nice one with lots of little islands stopped at to amuse you, for boat-time brings dozens of little Maine natives down to the landing. They peer with never-fading interest and talk to one another in that curious Maine jargon.

Bar Harbor is perhaps the nicest place in the world. You have water, mountains, and a small and agreeable town containing shops. Stay at the Malvern. The atmosphere you go away remembering is one of girls in light dresses walking around in the twilight or meeting one another for lunch on wide verandas. A nice place and a lazy place that you won't want to leave soon. Take your car and drive undirected out into the country and the chances are that you will come across cherry-wood desks for seven-fifty even in this day and age.

And so ends the last Route.



● Notice: Doctor Marcel Von Wertaur requests that women will please not come to his laboratory to buy Velo-Derma. He has none for sale there but has appointed The Velo-Derma Company, 105 East 29th Street, New York City, sole distributors for the world.

WHEN WOMEN HEARD OF IT THEY MADE HIS LIFE MISERABLE

● How a laboratory explosion resulted in an undreamed of new application for costly formula, 770

● The statements women make regarding the dermatological benefits of Formula 770 are almost a challenge to belief.

But after all the story of 770 itself is a tale so strange, a discovery so unusual that one could hardly blame your first impulse to doubt it.

That of course is your own affair. But the fact remains that a test-tube did explode in the laboratory of Dr. Marcel Von Wertaur, brilliant young Heidelberg graduate, whose interests in research chemistry lay far removed from the field of cosmetics.

And from that explosion have come echoes which women have heard throughout the world, echoes of a marvelous new youthifying preparation the like of which has never before been known.

To help you make impartial judgment, here is the whole story in the words of the man who discovered Formula 770.

How I happened to create Formula 770

On March 7 of last year I was working with some very powerful acids when a retort suddenly exploded and covered my hands with its searing contents. As you may already know, all chemists, when working with acids, keep a lye solution handy in case of accident. Lye neutralizes the action of acid and frequently prevents a nasty burn.

On this occasion, because my lye solution had stood so long, it was excessively strong, and when I plunged my hands in it, the lye over-balanced the action of the acid and left my hands corduroyed with wrinkles.

I immersed my hands in 770

In another container on my table was Formula 770 (Velo-Derma), a new organic reagent which I was using in another experiment. Knowing it was harmless and would be cooling, I hastily dipped my hands into the receptacle. Imagine my astonishment when I withdrew my hands, to find the wrinkles entirely smoothed out and the skin white and normal.

Mrs. S. pays a visit

Thinking nothing more of this at the time than to jot down a memorandum of the incident for future safety, I went about my work.

A few days later, an acquaintance, Mrs. S., dropped in at my laboratory to make a call. Over a cigarette she complained at the complexities of her daily beauty treatments and asked me why I didn't invent a cosmetic that would do the work of all the others.

I told her cosmetics were out of my line. Then, suddenly, I remembered Experiment 770 and told her the story. Interested at once she begged me to give her a vial. I did so,

but told her that its cost was prohibitive for popular use.

Then the trouble started

Perhaps a week later, Mrs. S. telephoned. She simply had to see me. She was so excited she could hardly talk.

She arrived breathless, her hands filled with bits of paper.

"Look at me, Doctor, look at me!" she exclaimed excitedly.

I had no idea what she was talking about.

Finally, I pieced out her story. It seems she had taken my suggestion seriously and used my Experiment 770 as a skin treatment with what were evidently remarkable results.

By word of mouth it had gone around that a sensational new beautifier had been discovered, and her friends had commissioned her to get some for them at any price. The bits of paper were checks. Nothing would do but I must stop everything and make enough 770 to fill her orders.

"But my dear lady," I told her, "in the first place I am not a beauty doctor and, in the second place, this formula is far too costly for any commercial purpose. It would have to sell for at least \$10 an ounce."

"Don't be absurd," she said impatiently. "Women will pay that gladly for a preparation that will really do the work as this does. Besides, you have to use such a tiny bit, it wouldn't really be expensive. You've simply got to make enough to supply these orders." She thrust the money in my hands.

Women have made my life miserable

That was only the beginning. Since that day my regular work has been at a standstill and I have been busy day and night trying to keep pace with the demand for Velo-Derma.

Finally they heard about it in a great New York department store and the buyer searched three weeks until she located my laboratory and placed an order. Soon other New York department stores followed suit.

Women flocked here with checks in their hands. There was always a line of limousines at my door.

How so many people heard about it I have no idea, but my telephone rang incessantly until I had to change my number.

The New Yorker sent a young woman to see me; she wrote about Velo-

Derma in the magazine. Harper's Bazaar and Vogue were next.

When these articles appeared orders started to pour in from out of the city. Telegrams came from San Francisco and Hollywood. I even received a cabled order from Scotland. I couldn't imagine what had happened. The whole world seemed to want Velo-Derma.

I appoint an agent

Without my spending one penny in advertising, without ever once putting my foot inside a store, the demand for Velo-Derma soon grew to where I could no longer handle it.

I had either to get rid of Velo-Derma or give up my real work. I chose the former.

At the advice of my lawyer, I got in touch with a group of individuals here in New York who are experienced in business. I have made an arrangement with them whereby they are to pay me a royalty on every bottle and take over the whole responsibility. I have agreed to supervise the manufacture. I can do that and still have time for my research.

So if you want Velo-Derma, and your favorite department store cannot supply you, please do not come to see me. Fill out the coupon and my agent will supply your needs.

How to apply Velo-Derma

● Velo-Derma is extremely simple to use. A very few drops should be applied to the face by pressure with the fingers, after the make-up has been taken off at night and before it has been put on in the morning. Mrs. S. says it is quite effective in actually erasing wrinkles, especially if applied with heat. Her way is to wring a hot towel as dry as possible and apply over the Velo-Derma for five minutes. I can understand chemically why this might be helpful.

Mrs. S. says Velo-Derma not only removes wrinkles, but does the work of muscle oils and astringents and is quite the best powder base she has ever found.

I cannot vouch for these things, but hundreds of unsolicited letters from women enthusiastically bear out her statements.

You can prove it for yourself if you like. Velo-Derma is on sale at the better department stores.

Velo-Derma comes in \$10.00 and \$25.00 flacons. It is economy to buy the larger size.

USE COUPON IF STORE CANNOT SUPPLY VELO-DERMA

THE VELO-DERMA COMPANY
105 East 29th Street, New York City

Enclosed is my check or money order for Velo-Derma

☐ \$10 flacon ☐ \$25 flacon

M. _____

Street _____

City _____ State _____





*The Gift of Gifts . . . a parfum
that is an intimate part of her personality . . .
because it is blended from her natal flower-group*

For any gift occasion . . . birthday, anniversary or graduation . . . the gift of gifts is her natal odeur of Parfums Astrologique. ♣ The smartest and most fastidious women . . . here and abroad . . . find in these astrologically correct parfums the *individualized odeurs* for which they have long been seeking. ♣ And why not? . . . for each of the twelve Parfums Astrologique brings to its natal affinity the heavenly essences of the very flower-group that grows under similar astral influences. ♣ The result! . . . an enhancement of personality that can be achieved by no other parfum — an aura of new and captivating loveliness.

*Exquisitely flaconed and packaged.
At all better shops. Or from Parfums
Astrologique, 730 Fifth Ave., New York.*

PARFUMS ASTROLOGIQUE

TIPS ON THE SHOP MARKET

(Continued from page 79)

print dress and a long coat that is (a) perfect for travelling and (b) a very good fashion note, being brown-and-white and also illustrating the chic of the long print coat over the print dress. At Gervais, there are a couple of nice little numbers that are everything travelling clothes ought to be. One, a tweed coat and skirt, in beige, has a loose coat lining of plaid and a silk tuck-in blouse. For cool climes, as my travel-booklet-writing contemporaries would say. The other is a top-coat of navy-blue wool lined with navy-blue chiffon printed with immense white coin dots. There is a scarf of the chiffon that comes from under the large round collar of the coat and ties in a bow under your chin. This is grand for travel, but it would be just as nice at home.

• J. J. Jonas is a shop on Fifty-Sixth Street that is to be depended on to have really good clothes, and, when I say good, I mean well designed and well finished. I picked out some things that might make all the difference to your travel wardrobe, in case you're having one. There is a dress of turquoise angora jersey, with that crossed business in front, edged with pleated ruffles, that people are going in for so. This has a short jacket to match and also a long coat to match. It is this kind of complete outfit that is most useful when you are travelling with one suitcase, heaven forbid that you should have to. There are a lot of little sleeveless dresses of printed handkerchief linen, with jackets, that are going for less than \$17, also some of the best-cut piqué tennis dresses I ever saw for under \$13. To wear with the latter, I strongly recommend some double-breasted coats there are here, of very coarse knitting, with metal buttons. A nice packable evening dress would be one of white chiffon, at Jonas's, very simply made with a full, very bias circular skirt. It has circles of green beads embroidered thickly around the waist and thinning out toward neck and hem so that there are only a few scattered circles gleaming here and there.

• Now for a little low-down about the new gloves. At Franklin Simon's, there exist some Alexandre gloves made, believe it or not, without seams. They are of suède or glacé kid, although you know, children, I always like to see you in suède best. Altman has soft antelope gloves that will not spot in the rain. You patriots will thrill to hear that this superior antelope is a domestic product. In beige, black, and white. Franklin Simon has the bracelet glove of fabric in all sorts of colours. The bracelet glove is something with slight tucking at the wrist that increases the bulky effect we are selling our souls to achieve. Best's take the local gold medal for nice gloves for nice children. Hand-stitched cotton in white or chamois colour. Guaranteed to make the naughtiest little girl look demure.

• The great firm of Mosse, on Fifth Avenue, has introduced humour into its life with the addition to stock of some sea-going cocktail napkins. These come in sets of a dozen, and

on them are embroidered flags selected from the International Code of Signals. Here enters the humour of the thing. The flags mean certain sentences important in conducting nautical affairs, but which are desperately ambiguous and, therefore, terribly funny. For instance, the flags on the napkin you are holding may mean "Shall we keep company?" or, "Want water immediately," or "I am going to stop; machinery needs adjusting." And seven other strange messages with faintly naughty connotations. These are supposed to be used on your yacht, if any, but to my mind they wouldn't be any less funny at home.

• Saks-Fifth Avenue have glove silk underwear that is printed in a gay and festive pattern of small flowers. Now why has no one ever thought of that idea before? Glove silk is the most ideal material for travelling underclothes, because you can wash it anywhere in about a minute. But hitherto, glove silk has looked a little plain to eyes that have feasted upon hand-drawn crêpe de Chine. Shirts are under \$3, panties or bloomer under \$4.

• Shoecraft has new shoes you will more than likely find a place in your heart and on your feet for. Some brown pumps with large perforations showing through white and a strap that fastens only on the sole at each side and goes over the instep. Some pumps of brown pin seal with brown calf edges and toe tips, and some sandals also made of this variety of seal, of whose death I highly approve, in view of the nice shoes you and I get out of the demise. Some white buck pumps for the country—need I tell you?—having a good deal of brown kid trimming here and there and a ravishing little strap that goes all the way round your foot at the top of the shoe. And costing less than \$15. And some pumps and Oxfords made of eyeleted linen, same as half the other clothes you're buying.

• There is a strange little invention now being sold over counters. This is the Reno Ring. It is a plain platinum band covered on the outside with black enamel. At one point, the enamel breaks, and there is a zigzag place where you can see the platinum through. In the inside, it bears engraved the not-very-cryptic word "Free." It can be got at Saks-Fifth Avenue and at Thomas Kirkpatrick. Who is to wear it? Well, my dears, work that out for yourselves.

• The Porto Rico Store, on Madison Avenue, is the kind of place that I feel you ought to know about. It is unbeatable at its own game, which is the embroidering of hand-woven linens. A specialty of this house is inserting fillet into handkerchiefs, which fillet has your name made into it as a design. Linens from this place are splendid and embroidery first class. Occasionally, you'll find rather remarkable values. For instance, you can now purchase a luncheon set of thirteen pieces, runner, and twelve mats for less than \$21. A dozen napkins to match are under \$10. You'd better have a look

A gift no bride will forget..



CINÉ-KODAK, for making movies . . . the perfect wedding present. And how different from the usual gift. Such exciting possibilities. Movies of the honeymoon . . . the new home . . . the many happy days ahead. For commencement, too, or birthday. Ciné-Kodak, Model M, \$75. Kodascope projectors, as low as \$60. See your dealer today. Eastman Kodak Co., Rochester, N. Y.



New Liquid Petalis dissolves pore-dirt *instantly...gently*

**It's transparent . . . free
of wax . . . thus cannot
clog the pores**

Now a new kind of skin cleanser is offered to beautiful women! Fragrant Liquid Petalis cleans, softens and refines the skin in one instant, soothing action! It penetrates the deep pores . . . dissolves impurities . . . and flows out again. Out come dirt, cosmetics, Petalis and all!

Petalis is transparent, thus free of wax . . . cannot clog the pores. It soothes harsh, chapped skin and leaves it exquisitely soft . . . really perfect for smooth, smart makeup! Use Petalis overnight for a fine-pore skin.

The tall spill-proof bottle of Liquid Petalis . . . in the gold carton . . . lasts longer than several jars of cleansing cream. Available in the finer cosmetic shops for \$1.00.

• For miniature bottle of Petalis
send 10c (stamps or coin) to 2656
Washington Blvd., St. Louis, Mo.

petalis
*for all cold
cream purposes*

GEO. C. V. FESLER, INC.
SAINT LOUIS

PARIS LONDON BERLIN BARCELONA

IN PRAISE OF THE WANDERLUST

(Continued from page 54)

It is escape he needs; an interval during which he can forget that series of interesting threads; an interval after which he can return to them with untired eyes, and, seeing them clear, unravel them. There are many avenues of escape. Each era adopts its own methods of self-defence against the demands life makes upon it. There is the escape of athletics, of a shooting trip, of fishing, or of winter sports. But there is none surer nor more complete than that of ocean travel.

Certainly, there is no moment of relief comparable to the waking to one's first day at sea. Last night you were in New York, with the rattle of the elevated and the thunder of its traffic in your ears. It was close upon eleven when you remarked to the friends whom you were dining with, "Well, I must be going now. My ship sails at midnight." You had barely time to drive down to the pier. The lights of Manhattan were still twinkling when you went below decks to sleep. But when you wake eight hours later, New York might be a million miles away.

THE NEED FOR ESCAPE

It is a big moment for the friends who saw you off. There is beginning at that very instant such a day as you have yourself lived through during many preceding months. But for you all that is at an end. You have escaped. Letters can not reach you, no telephone, nor newspapers, and, if you are wise, you will have left no address for cables. During the fortnight, three weeks, or month that your holiday is to last, there will be nothing to remind you of the world whose complications have destroyed your peace of mind and your resistance to fresh situations. That world as far as you are concerned does not exist.

More than one overworked city man has told me that a Turkish Bath is his favourite relaxation. Nothing can get at him while he is there; at the doorway, he has handed over his valuables and money. In the cubicle, he has left his clothes. Wrapped in a towel, he has gone, anonymous and without possessions, into the heated rooms. For a certain space of hours, he has ceased to be himself. It is a very similar feeling that one has at the start of a sea trip.

NO TRAFFIC OR TRANSIT PROBLEMS

At the same time, the routine of life has been unimaginably simplified. In the world's big cities, one dissipates a large part of one's time and energy in the mere business of getting from one place to another. A man living in the East Seventies, with his office in the West Fifties, his racquet club at the junction of Lexington and Thirty-Second, who is invited on the same day to a cocktail party on Riverside Drive and to dinner in Greenwich Village, devotes, if during that day he is to see his friends, take exercise, and do his work, a sixth of his attention to traffic and transit problems. One is spared all that upon a boat. One's life is circumscribed by the narrow acreage of a deck. His flat is there, his restaurant, his speakeasy, his gymnasium, his night-club. His most remote

acquaintance is within five minutes' reach.

The same simplification of routine is awaiting him in the countries he is bound for. If life is restful for the tourist in old cities, who spends his morning in an atmosphere of museums, picture-galleries, statues, and cathedrals, so is it on the shores that are edged by tropic waters. The framework of colonial life varies little, whether it is the Caribbean or the China Sea that washes upon its beaches. You are part of a small community if you know one member of it. There will be the bathing-parties, the golf, the tennis, the daily reunions towards sundown on the veranda of the gymkhana club. You do not have to spend whole mornings beside the telephone, planning out your day. You know where your friends are and when to find them. You are spared all strain.

It is the absence of strain linked with its escape from crowding circumstance that makes travel so valuable a mental medicine. The length of a trip is of minor matter. A week's visit to Bermuda can be as valuable as a six months' tour of the Levant. It is the disconnection of the current of one's routine that counts. The English general strike of 1926 only lasted for nine days. But, during those nine days, the business and social life of the country was disorganized. Everything one valued was in jeopardy. When normal conditions were restored, one had the feeling that a century had passed. It does not matter how long the break lasts provided that the break is complete.

MODERN MEDICINE

During the last five years, I have myself travelled so constantly that four months is the longest period that I have spent in any single place—and that was not in England, but in New York. A great deal of my travelling has been the outcome of certain definite curiosities, the desire to see certain places and certain peoples. But very much of it has been the result of a need for escape. I have felt suddenly that the general pressure had grown too tense, and I have taken up an atlas and I have thought "Where is the nearest beach that the sun is shining on, and which is the first boat that will take me there?" It is a medicine that I have never known to fail.

Eastern philosophers who have specialized in mind-training to an extent that has never been attempted in the West have insisted upon the value of a power of concentration so great that it can make the mind a blank. Every morning, they insist, the mind should be made a blank for ten minutes so that it may be rested from the currents of interesting thoughts. And Keyserling admitted that his world trip was little more than an equivalent for the mind exercises of which he was incapable. To him, travel was a medicine; the only medicine he could be certain of.

I fancy that the day is not far off when travel and, in particular, ocean travel will have become a part of the general consciousness; will be seen not as a means to an end, but as an end in itself.

PIERCE-ARROW

AMERICA'S FINEST MOTOR CAR



Mr. Adolphus Busch III, of St. Louis, is the owner of the Pierce-Arrow coupe shown in the photograph. Although more than eight years old, the car is used regularly by Mr. Busch.

Moving up and down and across the land, with daily satisfaction to their owners, are the visible, active evidences of Pierce-Arrow survival value.

To be prized in a man-made mechanism, as in a man himself, is long and faithful service.

Into the newest of Pierce-Arrows, with all their patrician value-of-the-moment, is built the traditional quality which creates Pierce-Arrow survival value, a unique attribute in motordom.

Thus a two-fold return on a Pierce-Arrow investment. First, the certainty that nothing finer or more modern is to be had among motor cars.

Second, the equal certainty that engineering and manufacturing utilize every sound means to preserve for years to come the prestige which literally is Pierce-Arrow.

In modern yet dignified design, in luxury, in long and economical life, Pierce-Arrow is today as always, America's finest motor car.

Twenty-nine New Models—
ALL WITH FREE WHEELING
\$2685 to \$6400 at Buffalo.
(Custom-built models up to \$10,000.)



Roadster of Group A (Rumble Seat) \$3450 at Buffalo
Special Equipment Extra

IT TAKES A PILE OF TOWELS TO MAKE A SUMMER

—BUT NOT MUCH MONEY TO MAKE YOUR PILE!

WHEN the sun settles down to some really serious shining, you're away to the shore or the hills, transplanted from a dusty world to far horizons and dancing waters.

This is the busy season for towels . . . high time now to put your outdoor supply in shape. And, *these days*, every dollar has to stretch. Which is another reason why you'll be won by the new Cannon towels. Because they're made for people who know that "smart" means *canny* as well as *correct*. Because they cost so much less than they look and work so hard for their keep.

All types of towels wear the Cannon label—from dainty, downy-soft soothers to deep, rugged rubbers. And even the

exquisites are ready to face hard facts. The colors are fast. Cannon cotton is a longer, finer fiber, woven closely and evenly. Cannon towels drink like fishes! And they keep their first tonic freshness and life—*never* seem to grow old.

No need now to forget all you've learned about color and cleverness when you reach for a towel. Cannon snow whites give you an ample choice of bright borders. Cannon all-over styles offer florals, clouds and stars, geometrics and other equally interesting ideas, in six soft pastels—or in combinations. Every Cannon towel is made for work and show both.

Can't you take ten minutes off right now to make out this summer's towel list? Then run down-town to Swank's, find the Cannon counter and buy all you want, on a midget budget. Whatever you spend there, it's a shrewd investment in quality. . . . Cannon Mills, Inc., 70 Worth Street, New York City.



NEW CANNON ensemble sets contain matching bath towels, guest towels, wash cloths and bath mat—tied with ribbons and wrapped in transparent Cellophane. Smart stores will show you a wide selection of gay, all-over patterns in soft pastel shades. Prices for seven-piece sets range from \$2 to \$6. Extras may be bought separately, for as little as 59c for the bath towels. (There are other Cannon styles, to suit any taste—from 25c to \$2.50 each.)



THE WINNING COLORS

of the new Cannon towels run the range of the rainbow's primary tones. The exact shades were selected by an eminent stylist, after careful comparison of the newest colors in bathroom tiling, tubs, toiletries, and furnishings. These six soft pastels harmonize each with each and blend beautifully into any good color scheme.

CANNON

TOWELS

INTRODUCING INSTANT ODO-RO-NO



NEW, MIRACULOUS PROTECTOR OF CHARM

The smart attire that enables you to look your charming best has a wonderful new friend in Instant Odorono . . . newest ally of daintiness . . . miraculous aid to the dry odorless underarm, so that the smart things you wear may stay fresh and protected absolutely from perspiration stains. Instant Odorono . . . quick drying . . . easy to use, with its exclusive applicator . . . just use it while dressing . . . and go forth perfectly, exquisitely groomed! • If you're interested, as surely you are, in the newest clothes in all Paris and New York . . . how to wear them with chic and poise . . . don't miss a word of the weekly radio talks by Mrs. Edna Woolman Chase, talented Editor-in-Chief of Vogue. Mrs. Chase's ideas on living with smartness can be priceless to you . . . whether you dress on \$5000 or \$500 a year! Tune in on this Instant Odorono broadcast every Thursday morning at 11:30 E. D. T. over WJZ and associated N. B. C. stations. The Odorono Company, Inc., New York City.

BELIEVE IT OR NOT ----- By Ripley

EXPLANATION OF RIPLEY'S CARTOON BELOW

ICE TRAYS GO MODERN

Removing ice cubes is no longer a fussy, messy job. A slight pressure "pops" them out of the new flexible rubber freezing trays—one, two, or a trayful,—instantly from tray to glass.

AS CONVENIENT AS A SELF STARTER

Finger tip pressure ejects the cubes—no longer is it necessary to melt cubes into the sink—no need to pound them out and ruin trays and temper.

THEY'RE ECONOMICAL, TOO

Take out only what you need... save the rest. The cubes are not partially melted... they are colder, larger, dry, clean and sharp-edged. You actually use fewer cubes.

NOW USED BY ALL LEADING MANUFACTURERS

Flexible rubber ice trays are now supplied by all leading automatic refrigerator makers—and these trays are enthusiastically endorsed by household economists.

MAKE YOUR REFRIGERATOR MODERN

An inexpensive flexible rubber ice tray is made to fit every automatic refrigerator—the Quickube Tray for Frigidaire—the DuFlex for General Electric—and the Flexotray for Westinghouse, Kelvinator, Leonard, Electrolux, Servel, Copeland, Universal and others. See your refrigerator dealer or write us direct.

THE INLAND MANUFACTURING COMPANY
Department M, DAYTON, OHIO

Flexo Tray
ICE CUBES THE MODERN WAY

THE WANDERINGS OF A GATE-CRASHER

(Continued from page 69)

sheets and safety-pins, and even "La Bori" made some excellent fooling, as Amneris in Aida, with her black velvet trailing dress pinned into trousers.

Mrs. Charles Lawrence, to please her friends, later did a tremendously clever imitation of Miss Eleonora Sears, in absolutely professional comedy style. She is extremely pretty and elegant in real life and wore a slinky dress of embroidered chiffon, which she girded up around her knees to impersonate the sportswoman.

At about three, several friends volunteered to take their dear political hostess, so rarely in New York, home in an open car. Half-way up the street, I, being one of her escorts, had the most extraordinary experience—a "cop" whirling along on a motorcycle was hailed by the driver of the car as an old friend and deliverer. She who had once been arrested by him for disdain of traffic laws now asked for his escort across New York. So, at the pace of all the fire-engines in the world, we rushed through lights and ended up, or rather alighted, at Miss Beatrice Lillie's apartment on the East River, where, for hours, the cop and Vincent Youmans of "Hallelujah" fame played the piano to the delighted, but fatigued political hostess. I wish to make it clear that the cop himself obliged with such tunes as "Daisy, Daisy" and "The Bowery" on the pianoforte.

My apartment turns its back on the East River and fair sky-scraper sunsets. The Aikenites, the White Sulphurites, and the Countess di Zoppola, fresh from dress buying in Paris for her new shop, came to tea. Some had just come off Mr. Vincent Astor's yacht; they spoke of their new haircuts and how thin they had become, but I found them fat. One's eye is out about fatness because one is allowed opulent curves—but what if those curves come in the wrong places?

There is a moment in every New Yorker's life when he or she decides to go North or South or West or to Europe. Never was there such a coming and going as now. The maids of New York have a wonderful time deciding which of their mistresses' clothes to abandon or give away and which to take along. The New York woman, not like any in Europe, has to have baggage for all occasions—riding-clothes, tennis clothes, very fine clothes for the big parties, fantastic pyjamas for the beach, tweeds for the cold. Will any one tell me why and where our American sisters wear tweeds? She never saunters down a

damp and muddy lane or dashes across a moor with a walking-stick. She has gardeners to plant her flowers, and she has a car with which to get to the golf course—there she can put on tweeds. It will soon be so hot—so hot that tennis clothes will be golf clothes.

And I shall be in Philadelphia in the morning.

In Philadelphia, life is very gay. It lacks the glamour, the very cruelty of New York. Every one is busy being happy, being interested, and communicating this interest to some one else.

Every other shop is a frock shop, displaying the sort of wares that make women lose their heads. The women of Philadelphia, like Mrs. Henry P. Borie, of the Junior League, and Mrs. Bunny Sargent, of the Professional Players, are very good-looking. The theatres are very full.

I saw a Negro in a strange hat, typical of the Philadelphia spirit. Philadelphia Negroes are very black—this one was ebony—and he had worn out his ordinary brown fedora, and so he had clipped it into a crown; a fantastic ornament—he had, in fact, gone native.

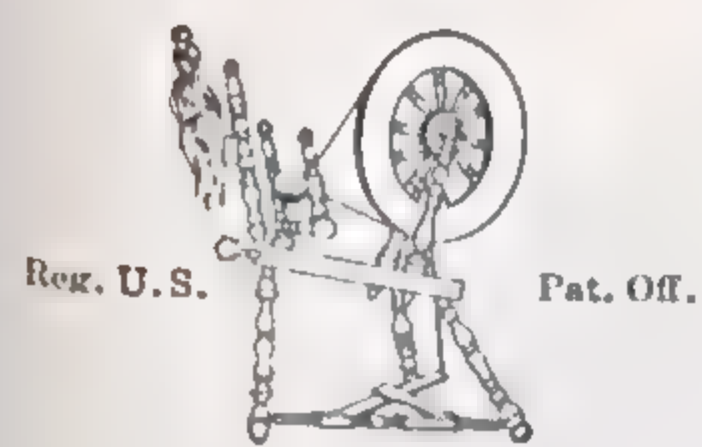
How I crashed the gates at a small after-theatre party, where the atmosphere was extremely English Bloomsbury and you expected Mr. Lytton Strachey to rise from a low wicker chair, is infamous! Much beer was drunk, in a nice kind of undrunken way, and lobsters never seen in such numbers were parked on a vast dish, two whole lobsters per person, and a sea of clams.

Mr. and Mrs. Sigourney Thayer, whose wedding caused such a stir in New York, have settled down, apparently, as though they had been married for ages. She is extremely pretty, with burnished red-brown hair, a great friend of Mrs. Bill Gaston (Miss Rosamond Pinchot), who will ever be, to a Gate-Crasher's eyes, the loveliest being in the world.

Mrs. Vanderbilt, senior, and Mrs. Astor came over from New York to attend a special matinée. When I last saw Mrs. Vanderbilt in New York, she wore a kingfisher blue satin informal dinner-gown, in spite of her white hair—she looked the most attractive older woman I have ever seen; such sparkle in those strange brown eyes. She is, undoubtedly, one of the three best-dressed women in New York. Mrs. Julia Welldon is another, and she emerges from her old-fashioned, English-appearing home opposite the Morgan Library, looking *tout ce qu'il y a de rue de la Paix*, or *rue de la Pough*, as Durante calls it.

TO OUR CONTRIBUTORS

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THESE SMART McCUTCHEON PRINTS

came out fresh and smiling

from their Lux plunge

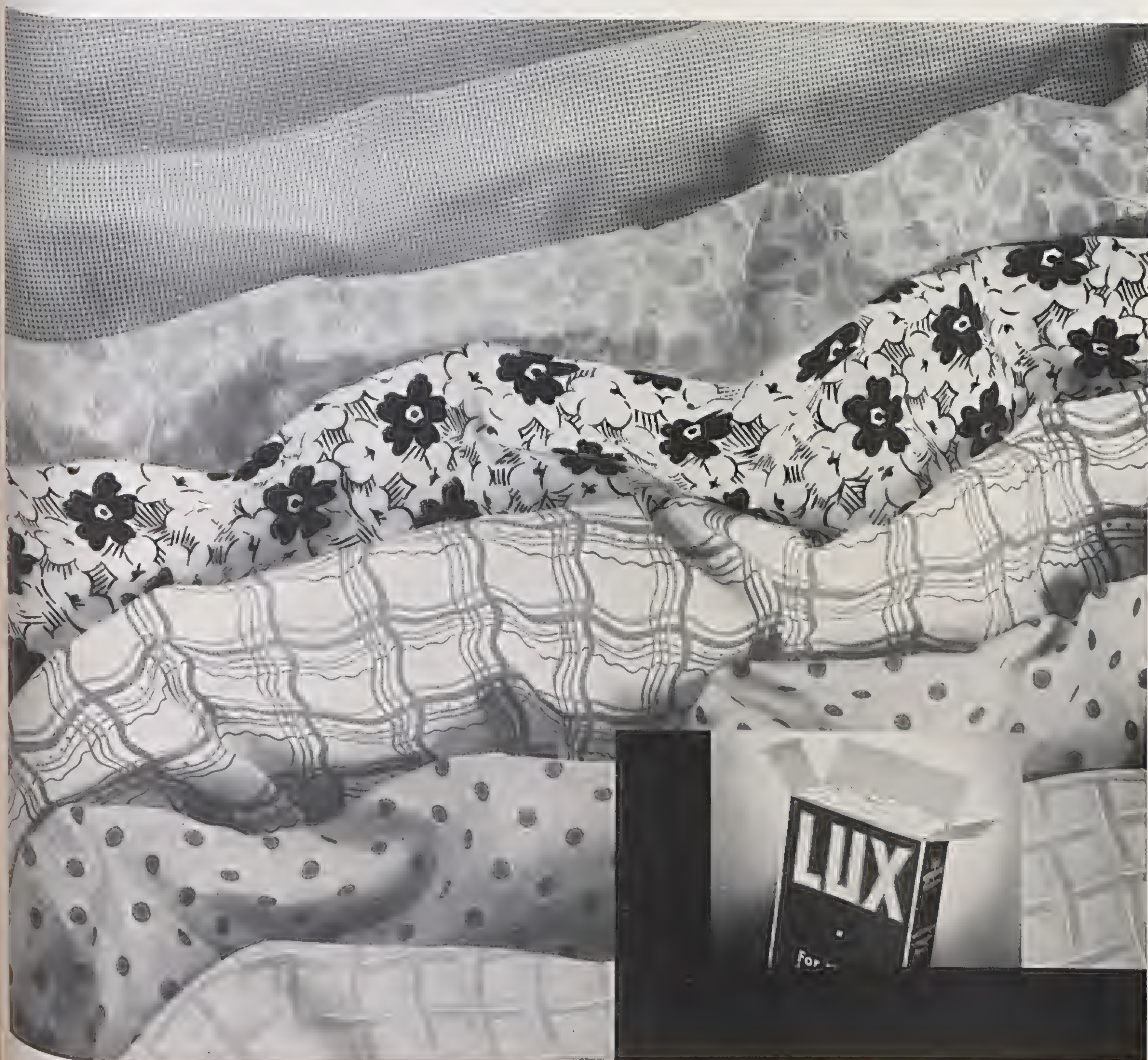


their Luxing, the samples were compared with new unwashed fabrics. The store experts actually *couldn't tell them apart!* "This merely confirms our long experience," McCutcheon's said. "We find Lux absolutely safe."

Other great Fifth Avenue stores advise Lux just as strongly. They heartily agree—"If it's safe in water alone, it's just as safe in Lux. If it won't wash in Lux it just isn't washable."

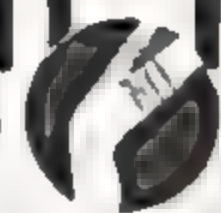
SINCE 1855, McCutcheon's have been famous for beautiful and modish fabrics. Their customers are the hereditary aristocracy of New York.

Recently McCutcheon's submitted samples of their newest, smartest prints for Lux testing. Those you see on this page were included—a checked imported cotton "oxford," a Liberty lawn, printed piqué, two striped "contempora" handkerchief linens, a polka dot linen. After



GARTUK

Trade Mark Registration



And Patent Applied For

as sponsored by

PROPPER



Sinfully beautiful, yet saintly practical . . . to the matchless loveliness of a Propper stocking has been added hosiery's greatest improvement. Gartuk distributes the garter strain, stops garter runs. It keeps an even tension over the entire stocking . . . giving style and fit and comfort beyond compare . . . and lasting wear to make its luxurious beauty really a virtuous economy (\$2.65 at best stores).

propper
BLUE-EDGE CHIFFON
hosiery



"AMERICA'S FOREMOST INGRAIN CHIFFON STOCKING"

THE ATLANTIC BEACH CLUB

(Continued from page 73)

or pyjamas, talk, stare lazily out at the violent blue of the sea, or run suddenly, a flash of bare brown legs to throw themselves into the breakers.

After a day of swimming, tennis on the courts, squash, golf at the Seawane Club, at which Atlantic Beach Club members may have privileges, lunch from the push-carts that are on the beach, and letting the sun seep into you, you may dine and dance to Siry's orchestra, in the wild, fantastic and desperately amusing atmosphere of the Urban-adorned restaurant. The food (a word to the amateur gourmet)

is the same as you have known at the Embassy Club, whose chef rules in the Atlantic Beach Club kitchens.

You may stay at the Club in one of the apartments that hang over the ocean, where, all night, the ocean roar will happily remind you that you are not in New York, and rise in the morning to fall into the water from which you yesterday reluctantly emerged. This is the modern Nirvana, to which smart New Yorkers may attain by joining. This is a taste of the particular brand of Paradise which is so popular to-day.

FACING THE NEW COLOURS

(Continued from page 44)

amber filaments in electric lights cast amber or yellow shadows on the face, which, in turn, fade out the orchid of the powder to a pearly, transparent tone.

Every one knows the prime rule for making up to red, although it can not be said that every one follows it! It is, of course, never to choose rouge or lipstick that clashes with your costume colour. A bright red mouth in one shade swearing at a bright red dress in another shade is one of the saddest sights of the mode. With red, use powder that repeats your skin tone and cheek rouge that is exactly the shade of your natural flush, and be very discreet with the latter. Then, with lipstick, either reproduce the colour of your own lips (which, being a natural blood tone, will not clash) or—and this is one of the most amusing tricks of make-up—match your lipstick exactly to the shade of your dress. However you work it out, it is almost a foregone conclusion that a new red in your wardrobe demands a new lipstick in your make-up box.

With green, the colour shadow that is cast up on the face tends to accentuate any sallowness in the complexion. (Incidentally, colour always casts its shadow upward, so, in the case of a colour that you consider difficult, a hat can be worn more successfully than a dress.) In making up for green, then, the aim is to create a creamy tone with powder and to use a delicate, natural rouge. A pink-and-white complexion is almost never good with green. Lipstick should be clear, minus any orange cast, and green and blue shadows are both very effective with green. With the opalescent and other shades of evening greens on this tone, the yellow is so predominant that the general make-up rules for yellow can be followed.

MAKE-UP FOR THE BLUES

Blue, casting its shadow upwards, darkens the face, and make-up must counteract the shadows. A lighter shade of powder than usual used over a light powder base helps to do this. Rouge should be light, a blush shade, rather than a brilliant, and lipstick can be bright and clear. Blue eye shadow is especially good with blue eyes and a blue dress, and green shadow for eyes with a brownish cast.

Brown is another background colour that has stepped into high fashion

this year and requires special make-up consideration. For brown tends to dull natural colouring, to make the "little brown wren" sort of a person out of a woman who wears it badly. With brown, as with blue, lighten the complexion with as creamy a powder as you can use. Plenty of rouge with brown, and it can be on the orange cast, if it becomes you, and vivid lipstick, also with a hint of orange. Eye shadow is very important with brown, to bring out the eyes, in whatever shade proves most flattering. Green shadow is especially good, if you can wear it.

FOR PALE COLOUR SCHEMES

The attenuated shades of pastels can be made up for in the same manner as white. Don't make the mistake of thinking that a very pale colour must have a very pale make-up or the result may be wishy-washy. When the shades are more pronounced, as in the yellows or greens, they follow the rules for that primary colour. Pink, an all-important evening shade this season, can cast an unexpected yellow shadow on the skin, which must be watched out for and counteracted in the same way as it is for yellow. Once in a few blue moons, a truly pink and white complexion on a fair skin is enchanting with pink. With this, use one of the colourless eye shadows to make the eyes luminous without accenting colour. In a combination of colours, it is the shade nearest the face that controls the make-up, and, in a print, the predominating colour.

Here are the general rules, and your face is your own working ground for making them specific. The shops are full of a more dazzling and comprehensive array of make-up equipment than ever before, and the important beauty specialists are all working out means to help you solve your own particular colour problems. Elizabeth Arden has an army of young women in shops throughout the country who have been trained to bring complexions, cosmetics, and costumes into one harmonious whole. Dorothy Gray is staging cosmetic fashion shows in many of the smart shops to show how the colour theories she advocates appear in the flesh. Look, listen, and apply with care, and you'll find new enchantment in the new colours!

KLEINERT'S



IF YOU INSIST ON "KLEINERT'S"—PROTECTION IS GUARANTEED

The only kind of protection that's worth a hoot is *guaranteed* protection! Why take a chance on spoiling your dress with faulty shields or sanitary garments when you *know* that *Kleinert's* means *guaranteed protection* ● Kleinert's Dress Shields and Sanitary Lingerie will keep your underarms and skirts fresh and new-looking. Reducers made with Kleinert's specially processed rubber are safe and effective. It's *easier* to obtain Kleinert's because all good notion counters recommend them—and it's a lot more *satisfactory*!

Kleinert's
REG. U.S. PAT. OFF.

A. Kleinert's Featherweight Reducer (weighs less than eight ounces). Hidden V-shaped boning controls the diaphragm. Lined with soft, absorbent cotton mesh. From \$4.50 up.

B. Kleinert's Sanitary Lingerie—Apron, Step-in, or Skirt—with rubberized panels to give guaranteed protection to your skirts and keep them free from wrinkles.

C. You may choose Kleinert's Dress Shields covered either with cotton or silk and in flesh, white, or colors to suit any dress.

STYLE HEADQUARTERS: 30, rue Joubert, Paris, EXECUTIVE HEADQUARTERS: 485 Fifth Avenue, New York



• • • for
TRAVEL

A small detail—perhaps—but how annoying to be far from home and find you have forgotten a tiny necessity. Even a safety pin. Venus Traveling Set contains 3 compressed sanitary napkins, safety pins and a sanitary belt. Slips into your over-night bag. At all fine department stores. • • • •



VENUS CORPORATION
1170 Broadway, N.Y. • 1013 Cooper Bldg., Los Angeles, Calif.



LÉON DE VOS

The newest sweet biscuits from Huntley and Palmer are these amusing "backgammon" biscuits in the form of black and white counters; from Macy

DISCOVERIES FOR THE HOSTESS

(Continued from page 63)

marrons—baby ones for parties, or individual or larger moulds for dessert. There are the chocolate boats (never rest content until you have eaten one of these!) chocolate rolls, and all the rest of the enchanting little *sec*, *demi-sec*, and *glacé* cakes, all of which, by the way, can be sent by parcel-post outside of New York. Here, too, are the "party mints," tiny ones in gay colours, and finely shaved orange peel in chocolate, and the tiny, caramelized fruits and nuts, a tray of which, arranged in serried rows, in the Rumpelmayer manner, is a grand sight at any party. Also, there are those fruit ices without peer, just as you remember from the shops on the Continent.

HIGH LIGHTS IN CATERING

If you are one for whom the epitome of service is to be relieved of every worry—Louis Sherry is your man. For the claim of this establishment is that all they need is fire and water and your house, to provide you with a perfect party. They will even take care of sending out and checking the invitations, if you like, and you can go out of town and come back just in time to be your own guest. The latest Sherry innovation in *bon voyage* boxes are those of bridal variety, to be sent to the young couples who honeymoon on the sea or in the air. These are beautifully done up, and each package emerges tied with white satin ribbons and orange-blossoms. Also, Sherry has just introduced a brand-new dessert, "Gâteau Royal," which is making what amounts to practically a sensation in dessert circles. It is a mélange of ice-cream, cake, and brandied fruits in a pudding form, with the brandied fruits decorating the top. "Dawn" cigarettes are another Sherry feature. These are the self-lighting cigarettes that are only scratched along the side of their box, or of any match-box, to light. The cigarettes themselves, perfectly round

and slender, are not only amusing, but good to smoke.

Many important occasions arise in the life of a hostess when she wishes a sort of partial service from a caterer, an entrée and a dessert, perhaps, to complete her menu, or an assortment of superior canapés or hors-d'œuvres to precede it. It is on such occasions that John Hill, in Brooklyn, can be depended upon to shine, for one of his specialties is providing just such a service. He might send you, for example, consommé Hill, to begin with, which is an essence of tomato, superbly flavoured, and Mousse Hill to end with, an ice-cream confection built on a slice of cake, with a soupçon of benedictine flavouring it. An order of hors-d'œuvres would bring you an amusing assortment of miniature *bonnes bouches*—balls of pâté de foies gras and truffles iced with aspic, caviar on rounds of puff paste, salmon rings with egg filling, enormous olives, half-black and half-green, stuffed with cheese, mousse of chicken and ham, and a variety of other things. As for catering in a large way, Mr. Hill has won the devoted following of many hostesses for the manner in which his staff leaves a house as immaculate and undisturbed as when they enter it, and by providing only "butler-trained" men as waiters and supervisors. The squabs provided by this establishment are a joy, whether they come in pairs or in hundreds, fat, plump little birds, practically killed to individual order, since you must order these two or three days in advance, so they can be sent for at the farm where all the Hill poultry is specially grown and groomed.

COCKTAIL BISCUITS

There is a distinct trend, to-day, towards the simple, crisp little biscuit to accompany the afternoon cocktail, in place of more elaborate mixtures on toast. Vogue (Continued on page 108)



PARFUM LOTUS D'OR . . . A charming
adventure for flimsy chiffons or printed voiles . . . a softer
attraction for fresh summer evenings. Spray it on your gayest
frocks . . . know its delicate fragrance . . . and let pleasure prevail.

Lenthéric
SES PARFUMS *Paris*



Duo-Settes



Lily
of
France



Duo-Settes

IN A VARIETY OF MODELS—
FOR EVERY TYPE OF FIGURE—
WORN BY BEAUTIFUL WOMEN TO
MAKE THEM MORE BEAUTIFUL
SOLD IN LEADING CORSET
DEPARTMENTS EVERYWHERE
LILY OF FRANCE CORSET CO.
1115 BROADWAY, N. Y. C.

DISCOVERIES FOR THE HOSTESS

(Continued from page 106)

has already firmly established *ar-rars*—the little Japanese tidbits to accompany cocktails—in the affections of many hostesses. Now, they have appeared in a new version, "Japanese Pretzels," with the same salty crispness, imported by Maison Glass, in New York. Then, there are the Chantilly biscuits, paper-thin and salty, shaped like poppies and stars, sprinkled with caraway-seeds or flavoured with cheese. And, if you have not yet discovered the Romary biscuits, imported from England, there is something in store for you. Thin, flaky, of the melt-in-your-mouth variety, they will be devoured to the last crumb, whether you serve them with cocktails or tea. These last two mentioned can be purchased at Charles and Company that happy hunting-ground of hostesses. To revert a moment to Maison Glass, they have an excellent and not-too-expensive blend of Mocha and Java coffee that may be the very discovery you are seeking. Also, those vast, luxurious, salted pecans can be purchased here by the pound.

Have you ever eaten a cocoanut cake that has remained in your memory as a perfect dream of what a cocoanut cake should be? If you have, it probably came from Mrs. Roach—"Mrs. Roach, the cake lady." If it was incredibly light and fluffy and heaped high with snowy icing and gratings of fresh cocoanut, it was almost sure to, for these are the variety that have established their indelible mark on Palm Beach, where Mrs. Roach has been making them for twenty-five years in the shop in the Cocoanut Grove, and now in her shop in New York. Her list of customers, which could serve as the social register, if your copy isn't at hand, has stars on many of the names, indicating that cakes are to be sent on each birthday and anniversary, without the formality of an order. Nobody knows precisely what it is about Mrs. Roach's cakes that makes them so perfect, except, perhaps, that each one is made entirely by hand, even to the beating. The cocoanut variety comes first in favour, and there is a special Lady Baltimore mixture for bride's cakes, and a divine concoction with chocolate cake and black and white icing, and many others. Any of these can be sent safely as far as Chicago, with the exception of the cocoanut, which is delivered practically the instant it is iced.

ORANGE-JUICE DELIVERED

Orange-juice is one of the essentials of American existence. What one of us has not struggled in an otherwise flawless foreign country in a vain search for a glass of real orange-juice? The latest orange-juice inspiration is to have it delivered at your door, every morning, with the morning milk. This is a product of the National Dairy Products Corporation, and the details of its creation are fascinating. Tree-ripened oranges are picked in Florida, peeled, crushed, squeezed, and filtered by machinery, and discharged under vacuum into freezers to be partially frozen. (The vacuum part is important, because that takes away all danger of oxidation, and oxidation is something that

you don't want your orange-juice to have.) When the cartons are filled, they are sent to a "hardening room," where the juice is frozen solid and kept so until it is delivered to you. The uses to which clever minds have already found to put this juice in its frozen form are many and ingenious and have little to do with breakfast. Be that as it may, however, this innovation is a practical one, especially if all of your family drink orange-juice (they should; think of the vitamins!) and you wish to lighten labours. This is delivered by milk routes in the large cities (Sheffield's in New York, for example). It averages the same price as orange-juice squeezed by hand at home. And it has the flavour of tree-ripened fruit, which any one in the South is only too glad to tell you is the best flavour in the world for oranges to possess.

SOUPS AND STRAWBERRIES

In its huge grocery department, Macy has provided for the exploring hostess, prepared mushroom soup, in both cream and broth form that are welcome additions to the soup shelf. They have, too, wild strawberry preserves at a moderate price, and you know that wild strawberries are so elusive as to make them usually more or less costly, but oh, so delicious! Especially as a dessert with little Petit Suisse cheeses or *cœurs à la crème*. At Macy, there are six little pots of cordial-flavoured jellies arranged in a wire rack that make a decorative and not-too-expensive hostess gift, and not to be ignored are the new Super Colossal ripe olives, and if there is anything larger than super colossal in the way of olives, we don't know about it! Here you can also purchase the newest biscuits from Huntley and Palmer. These are shown on page 106, and will amuse your backgammon friends.

Nothing is more pleasant than crisp, fresh rolls and bread delivered in time for breakfast each morning. Duvernoy and Sons, the French bake shops on Madison Avenue, in New York, make a special early morning delivery just for this purpose, and they also make a wider variety of rolls than you probably ever knew existed. They have just introduced some new nut bread, and another of their specialties is very fine whole wheat bread, made with specially ground whole wheat.

At Nicholas, the versatile shop in the Grand Central station, in New York, a place which many people know as a haven for last-minute shopping before the train leaves, there is a gay array of Italian jams in decorative pottery jars. You can find cold plum and sour cherry, as well as the more usual varieties. Here, too, are the Caledonia Oat Cakes from Scotland, the paper-thin oat wafers that bring a Scotch note to tea.

To leave, for the time being, the subject of food itself and turn to matters pertaining to its service—the International Silver Company has a Discovery (the capital D is intentional) that will be a ray of sunshine in the life of any hostess. This is "Palladian," a (Continued on page 110)

Permanently Destroys Superfluous Hair!

ZIP
IT'S OFF
because
IT'S OUT

EPIULATOR

NOW ONLY
ONE DOLLAR

TODAY, ZIP is the only Epilator available for permanently destroying hair growths, by removing the cause.

So simple. So quick. ZIP leaves no trace of hair above the skin; . . no prickly stubble later on; . . no dark shadow under the skin. . . That is why so many screen stars and Beauty Specialists recommend ZIP for face, arms, legs and underarms.

ZIP is pleasant to use, safe, and delightfully fragrant. It is this product which I use at my Fifth Avenue Salon. It acts immediately and brings lasting results. Now, in its new package, it may be had at \$1.00.

ZIP
DEPILATORY CREAM

THIS recent discovery gives you a cream depilatory which immediately and completely removes every trace of hair.

Just spread it on and rinse off. If you have been using less improved methods, you will marvel at this white, fragrant, smooth cream; safe and mild, but extremely rapid and efficacious; in a giant tube, twice the size at half the price. It is the most modern, instantly removes every vestige of hair, without irritation, and relieves you of every fear of later stubble or stimulated hair growths.

— ◆ —
To permanently destroy hair ask for
ZIP Epilator—IT'S OFF because IT'S OUT
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For quickly removing and discouraging hair
growths, ask for
ZIP Depilatory Cream. Giant tube 50c

Madame Berthé
SPECIALIST

562 FIFTH AVENUE NEW YORK

And if you insist on using the razor,
protect the skin first. Simply spread
ZIP-SHAVE over the surface . . . and
shave. It speeds up the razor and
overcomes chop as well Tube 50c.

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by Model

Fashion says: "CURVES" ...

"Now you are only as chic as you 'Curve' yourself." You must fashion your body to a natural contour with Scanties. Here is one luxurious garment, that raises the waist-line, accentuates the bust, and curves the hips into the season's natural lines. Wear Scanties and a dress, that's all—and you are decidedly "Spring" in your smartness.

Illustrated 224 of Skinner's Satin \$12.50—all colors. Others for sport, street and evening \$5.00 to \$50.00, for sale at all leading stores.

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THINK NOW . . .

about summer camps

Perhaps your summer plans are still nebulous . . . but you think vaguely of "going somewhere and taking the children."

Remember that your idea of a perfect rest may to the children mean an infinite monotony . . . or that your plans for a charmingly social season may prove to them a veritable mischief-mine.

Why not send them to Camp? . . . two months of glorious out-door freedom, supervised, but not restricted, by young and competent counsellors . . . innumerable delightful sports—swimming, canoeing, tennis, organized games . . . instruction in nature study and handcrafts.

There are any number of attractive camps, large and small, located by the sea, in the mountains, on ranches, in Europe . . . and if the camp is advertised in Vogue's School and Camp Directory, you may rest assured that your child will come home glowing with health . . . chattering delightedly about splendid new friends and a succession of superlatively happy days.

Turn to Pages 22 to 29 of this issue, where a few of the best schools and camps in the country are listed. Write for some of their catalogues . . . and if you have difficulty in finding exactly what you want, Vogue will gladly give you further information and advice.

THE CONDÉ NAST EDUCATIONAL BUREAU
1928 Graybar Building, Lexington at 43rd, New York

DISCOVERIES FOR THE HOSTESS

(Continued from page 108)

finish for International Sterling Silver that does away with the necessity of silver polishing. And think what that means! No more "Wednesday—polish the silver" on the servant's schedule; no more unexpected bits of tarnish appearing on spoons or dishes that have been subjected to egg or French dressing. "Palladiant" is actually a protective finish of a platinum metal that will not tarnish. All you have to do is wash your silver as you do your china, to keep its lustre untarnished. "Palladiant" can be purchased wherever International Sterling Silver is sold, in the designs made by this company.

If you are not planning to purchase new silver, there is another medium by which you can protect what you already have—sterling or otherwise—against tarnish, and that is by wrapping it up in "Staybrite," the "no-tarnish tissue." This tissue is chemically treated, and once an article—silver or any other metal, metal jewelry, or even metal fabric—is carefully wrapped up in it, it keeps out moisture and defies the fumes that cause tarnish. "Staybrite" can be purchased in the large department shops.

Ask the person who is a connoisseur of coffee what he thinks is the very

best method of making it. "Dripped," he will tell you eagerly, "dripped, the way the French do it." The newest machine for making coffee in exactly this fashion is the "Automatic French Drip," an electric machine that drips hot water, a small quantity at a time, through finely ground coffee, until the perfect beverage is achieved. It is a purely automatic procedure, without any danger of boiling over or overcooking. A thermostat prevents all that. This is a good-looking, urn-shaped machine in a specially finished aluminum, or in copper, brass, pewter, or chromium, to be had in the large department shops. For those who know their currents, it only operates on A.C.

If you would like a final discovery to be a means of making your cook happier (and who, pray, would not?) buy her a set of "Pomtongs." These are, as you might guess, tongs, but very special ones, in different lengths, for turning things over in the oven and taking them out of pots and pans without the danger of burning the hands or arms. These are good-looking pieces of equipment, finished in chromium plate, and they can emerge from the kitchen as useful tongs to accompany the bucket of ice-cubes into the living-room. In department shops.

P Y J A M A S

(Continued from page 71)

of her wardrobe. Because of the very newness of pyjamas as a fashion, the conventions that attend all the older forms of dress, even to-day, are absent and a certain license is permitted the woman who has ideas. She amuses herself by emulating in her informal pyjamas, the working kit of a sailor, a mechanic, a fisherman. A Basque beret, hard back on her head, a cheap red cotton handkerchief tied in a knot about her throat, she stretches her long legs in white canvas trousers, knows comfort and complete freedom.

At tea at home and in the late afternoon hours, the old conception of pyjamas finds its place. Those becoming, loose costumes that have for several years delighted wearer and beholder are by no means relinquished because of the further development of pyjamas toward public appearance. There are left lovely pieces of satin and lamé and soft brocade, among the goodly company of tea-gowns. They are, again, an unlimited field for the new use of extravagant and luxurious fabrics and for the whimsical combining of exotic colours. They are to the New Pyjama what the tea-gown is to the dress.

But when it comes to the evening, fashion has made great strides in its full, skirt-like pyjamas and has put into the new field its brightest ideas and freshest thoughts.

The thing that makes this year's pyjamas quite another kettle of fish from last year's is that last year's pyjamas were good honest trousers and this year's pyjamas are wily, deceptive things that trick you into taking them for a skirt. This deceptive quality is a great boon to the woman who is no longer as young as she was. Occasionally, the pyjama division is practically concealed by panels falling from

the hip-line, in front and back—as you see in the pyjama on page 71. A long coat, too, is a sympathetic device for the older woman's pyjama—a nice example is shown on page 70.

Really, there is no difference between the new long evening pyjamas and the new long evening dresses. Both are made in long, flowing sweeps of gleaming material, classic and glorious in line. You can not see that one has a skirt and one has two skirts—for the new full trousers amount to that. There is no difference even when the wearer is walking—unless perhaps she charges the stairs two steps at a time. There is not really much difference in comfort, except when you are walking up steps and you are forced to hold up the fronts of two skirts instead of only one.

Where the real difference lies is a problem for psychologists. For there is a real difference. A woman wearing her Schiaparelli pyjamas to a large party on Long Island is filled with a gaiety that she would miss in a skirt and is conscious of her own charm and chic more delightfully than she ever was before. Perhaps, the secret lies in the still refreshing novelty of pyjamas. When you are dressed in a dress, after all, you are dressed in the same manner, fundamentally, as your grandmothers and great-grandmothers have dressed for centuries.

The lady in pyjamas is as new as flight, as sky-scrapers and television. She pushes the frontiers further and further before her, wearing her lovely twin-skirts into dinners dances, and even the theatre, still with daring. She is the newest thing in the long and exciting history of women, she is doing something brand-new, she is wearing something that will never be forgotten when they write history books.

Made for each other!



The chic young graduate of 1931

and

the sleek new Cutex Marquise Gift Set

ALWAYS A FEATURED FAVORITE on the dressing tables of Smart Young Things, now the Cutex Marquise Gift Set leaps into new popularity... as the perfect Graduation Gift!

The Marquise of 1931 has a moire-patterned cover of smart Parisian Pink and burnished gold. And the good-looking cover of this small and compact set conceals an amazing number of Cutex manicure preparations. Every one of them full-size... generous enough to keep finger tips enchantingly lovely all summer long.

There's a smart sextet of Cutex jars and bottles... the famous Cutex nail file... and a slim glass tube that holds emery boards, orange sticks

and cotton. In this new set the jars and bottles all stand upright in a black bakelite tray... like handy little serving men always at attention. Each jar and bottle... the nail file... the glass tube... drops into its own tailor-made niche and stays there until it's lifted out! A snug, convenient "floor plan" that always wins for the Marquise a place in busy week-end bags... in well-stocked bureau drawers.

Here's the swift and simple beauty care that Cutex Preparations give to slim white fingers... the treatment that smart women the world around follow faithfully:

First scrub the nails thoroughly in warm water. Then remove the old, lifeless cuticle and cleanse beneath the

nails with Cutex Cuticle Remover & Nail Cleanser.

Now brush on your favorite shade of Cutex Liquid Polish. End with a touch of Nail White under the nail tips for accent—Cutex Nail White Pencil or Cream.

After this quick manicure once a week, a few minutes each day will keep your nails flawlessly lovely. Just push back the cuticle, cleanse the nail tips, and use the Nail White—Pencil or Cream. Before retiring, use Cutex Cuticle Oil or Cream to soften the cuticle.

Every new aid for beautifying the nails has started with the makers of Cutex... for 19 years they have specialized in manicure preparations. Cutex Manicure Preparations cost only 35¢ each. Cutex Liquid Polish with Remover, 50¢.

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Cutex Nail Make-up

REDUCE YOUR FLESH
Arms, Legs, Bust or Entire Body
and relieve Varicose Veins with

DR. WALTER'S
FLESH COLORED
RUBBER GARMENTS

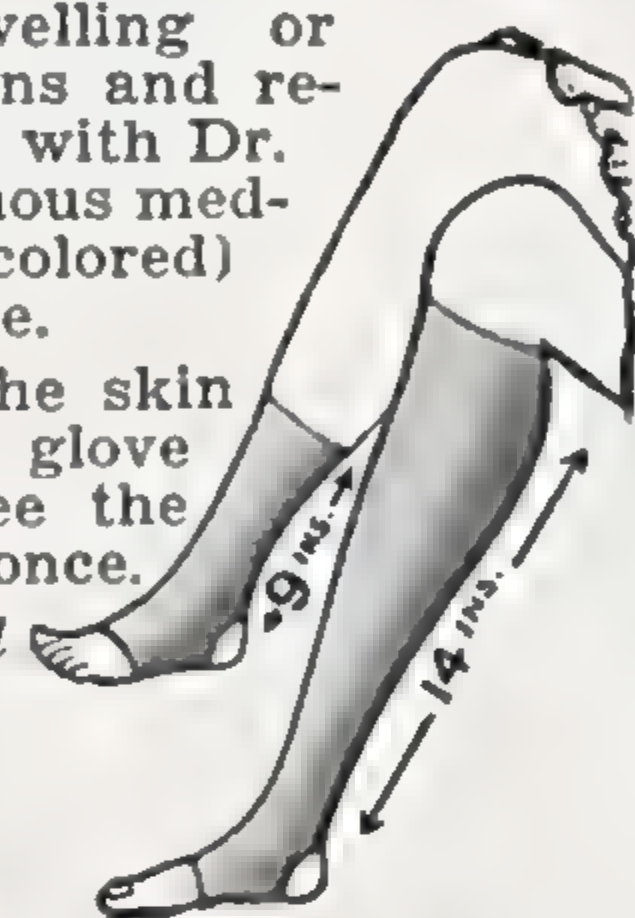
MY GARMENTS have been worn for over twenty-five years and helped thousands of people all over the world. They are the original rubber reducing garments, made of the finest flesh-colored Para rubber, removing superfluous flesh from any part of the body.

Have Shapely Limbs **\$6.75**
or Slender Ankles... **5.00**

RELIEVE swelling or varicose veins and reduce your limbs with Dr. WALTER'S famous medicated (flesh colored) gum rubber hose.

Worn next to the skin they fit like a glove and you can see the improvement at once.

Send ankle and calf measure.



Reducing Corset:

Flesh colored rubber. Laced back, clasp front. Made to your measure.....**\$12.00**

Chin Reducer.....**2.50**

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REDUCING
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Heavy weight flesh colored rubber, for reducing bust, waist, hips and thighs. Made to measure.
Price **\$17.00**

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Flesh colored rubber
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PRETTY ANKLES and CALVES
\$3.75 per pair

DR. WALTER'S special extra strong Ankle Bands of live flesh-colored Para Rubber will support and shape the ankle and calf while reducing them. They fit like a glove and can be worn under hose. May be worn at night and reduce while you sleep, or during the day, deriving the extra benefit of the support. Relieve rheumatism and varicose veins. Send ankle and calf measure.

Write for booklet

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions.

Pay by check or money order (no cash) or pay postman.

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FOLLOWING THE HONKER TO ALASKA

(Continued from page 47)

A fresh wind meets us as we come into the Alaskan Gulf, and a distant hazy range of snow-covered mountains unconsciously opens our minds to the incredible tales of the Frozen North. But wait. Those hazy mountains are only the coastal range with far-famed Saint Elias towering above the snow-fields of the lower peaks. A great country lies beyond, a country well worth knowing.

The early history of Alaska is richly coloured by the numerous explorers who attempted to lay claim to it. English, American, Spanish, French, and Russian names make us wonder if we are not in some unknown international kingdom. The untouched land, the plentiful game, the scarcity of settlements, the decreasing population, and the amazing characters that live there leave no doubt in our minds. Of those hardy adventurers who appeared in the boom days of Dawson and Nome, few are there to-day, for many have perished and many others have gone back to the "Outside." Those who stayed dropped their share in the development bucket of a new empire. Many true pioneer women have followed their men to shoulder the heavy toil of frontier life, to bring up a new generation of hardy stock to take the place of the old "sourdough" that is dropping away. By these rugged people, we are accepted for what we are, not for what we have. Among them, true hospitality and the desire and readiness to please are native. In the small, neat towns, on the river boats of the Yukon, and in the cabins of trappers and prospectors that are scattered over the wilderness, we shall find that doors are open to us.

THE HOME OF THE SUN

Let us suppose that we have crossed the threshold of that friendly land. We have just reached Seward, the sea terminus of the Alaska railroad—that marvel of modern engineering, which shortly brings us across the coastal range and the lowlands on the other side into the foot-hills of the great Alaska mountain system, where Denali, the home of the sun, looks over the entire North American country. To the white men, it is Mount McKinley. This superb dome and all the land for miles around it, fortunately for the American people, are now a National Park. It is the second largest park in this entire country and is, perhaps, the most important of all, for it is a true virgin wilderness. Now we are on a trail approaching the foot-hills of Denali. The grizzly or the brown tundra bear, picking berries on a near-by slope, will keep her distance, but will not run away.

The most romantic animals of the North—the caribou—wander to and from unknown barrens. Often, they stop in front of us until the wind tells them to be on their way. Then, as they turn and run, a wolf, until that moment crouching unseen on the hill-side, follows silently after.

High above the sun-capped peak, a golden eagle is waiting to swoop down on a young lamb. As we pass by the Techlankia River, we may distinguish in a spruce grove the giant form of a bull moose, and, if lucky, we can

watch him stride majestically into the open, swinging his huge antlers with great care, for they are still in velvet.

Denali is our goal. At its base, Muldrow glacier glistens. There is more ice there than in all the glaciers of Switzerland combined. On and on we go, climbing higher and higher until we stand in the very heart of the Alaska range, where probably no one has ever stood before, and there, suddenly, for the first time, we grasp the gigantic scale of that unspoiled land. It is past midnight, but the early summer that holds the sun above the horizon for twenty-four hours allows us, if we wish, to photograph the golden peaks around us. Later on, when darkness sweeps the Northern skies and night is often brightened by the swift-moving ribbons of the Aurora playing high with all the colours of the rainbow, there is more splendour still. And, beyond the Alaska range farther North, there are settlements and towns, and, beyond these, I have seen vegetables and field crops growing as they do in Minnesota. Near the circle, there are powerful dredges that actually swim over the land digging deep as they go into the subsoil to capture the gold-dust that has missed the washing pan of an early prospector. And, beyond that toward the Arctic Ocean, Esquimaux are herding reindeer.

A country of wonders, it holds, as does a fairy-tale, a new surprise at every step or stride. Take, for example, the Alaska peninsula where a crater of Katmai alone could swallow up entire Vesuvius and where one can cook an egg in the sand of the Valley of Ten Thousand Smokes.

The million varied manifestations of Nature are at their best in the land of the midnight sun. And, while the crystal air rebuilds our bodies, we are finding here in Alaska that which is, perhaps, the greatest benefit of all—namely, a new state of mind.

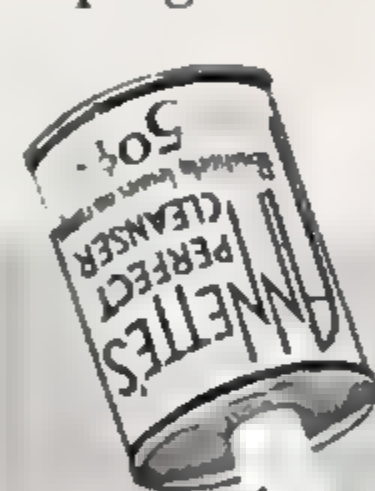
And so, let me say again, when city pavements get too hot, do not bother to spin the old globe—just follow the honker.

EDITOR'S NOTE: You can sail for Alaska from Seattle by the Alaska Steamship Company or the Admiral Line, or from Vancouver by the Canadian Pacific or Canadian National. You will find hot summer weather when you get there, and you should take along rough hiking clothes, if you want to have a good time and not just be a tripper. If you want to stay at one place for a while, there is a very comfortable tent camp at the Park, and there you can arrange pack trips into the wilds with old Alaskan "sourdoughs" as guides. This is the thing to do if you have the children along. If you go to shoot, the Mount McKinley Tourist and Transportation Company, Cordova, Alaska, or the Alaska Guide, Anchorage, Alaska, make all the arrangements. After the twentieth of August, you can shoot caribou and mountain-sheep and goat. After September first, bear and moose. There is duck shooting at Cordova. You can fly across to Sitka, the old Russian capital, in forty minutes from Juneau. You can also fly, on the Alaskan Airways, over the park.



Don't let a spot spoil your afternoon! Use Annette's. Just sprinkle this magic powder into the spot . . . rub material together . . . brush away. The deepest stains vanish like magic.

Absorbs completely food and beverage spots . . . berry and all fruit stains . . . grease and even perspiration. Cleans soiled felts, furs, silks, wools . . . dozens of articles in home and wardrobe . . . all colors, all fabrics. Always safe, imparts no odor and CANNOT LEAVE A RING. Guaranteed by Good House-keeping.



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ANNETTE'S 50c
Vanity Shakerette, 25c. At
Dept. and Drug Stores. Ask
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Don't be another day without this sure, safe, and simple method of protection. Order your Pro Tex now and solve the moth problem in your home forever.

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PARIS - CANNES

(Continued from page 39)

with huge casks in its courtyard; fine Rhône wines are brought to your table casually—none of the tender handling characteristic of the Parisian wine butler, yet the wine has no sediment. Cordials and brandies are served from bottles bigger than your head. On wooden tables, there are foodstuffs from all over the world—fruits from *la Californie* and South Africa, *écrevisses* brought alive, swimming in huge tanks, all the way from Germany.

Afterwards, we chanced by the new hotel in Aix, the Roy René, a big stucco affair with Ali Baba jars around the court. Another surprise—it produced our best meal in Provence; smooth, truffled *pâté*, carefully prepared steaks, and endive such as we'd never tasted before.

You'll not want to leave Aix. There is something warmly provincial, yet stimulating in the reddish brown houses that seem to blend with the reddish brown earth of Provence. There is a comfortable, homelike feeling in the little Café des Deux Garçons, where your neighbouring tables will be speaking a dozen different languages. No wonder Cézanne and Van Gogh wanted to paint these people, these houses, and furrowed rows of this warm red earth.

The road from Aix to Cannes becomes winding, mountainous, high and steep. Yet, the landscape never loses its prodigal reds and russets and gold-browns. By the time you reach the Riviera, the mellow colouring engulfs you—earth, houses, and trees all blending together. Palm-trees and the blue surf of the Mediterranean burst upon your sight like some gala fête, prepared just for your coming. The Croisette is alive with people, dogs, and horses.

It isn't every one who can boast of being put out of a French casino. I wasn't put out, but came very near to it—all for wearing an evening hat. Rules of dress in the Cannes casino are as strict in their way as in any convent; women *must* wear hats by day and *must not* wear hats by night.

The Casino itself, its restaurant, and the dancing place down-stairs are good material for sightseers. Any one in Cannes will tell you that they are *the* places to go to see people—smartly dressed people, famous people, strange people. And you will see all of these—Main Street and rue de la Paix side by side, with Main Street winning.

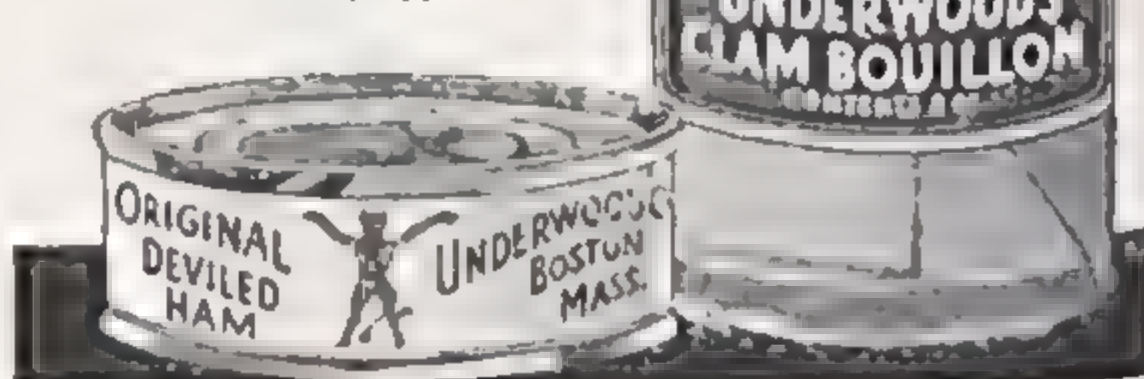
You can run the gamut of all human types of people and places, by just drifting up and down the Riviera. At Cannes, there is the ultimate smartness of sports for the leisured; squash racket courts at the Carlton Hotel—private tennis tournaments—the golf club at Moujins, with a club-house in *provençal* architecture. A few minutes on the Corniche Road will take you to the Palais de la Méditerranée at Nice, with its gambling-rooms and its bar that looks like a speakeasy. Farther on, you'll get the contrasts of the elegant Monte Carlo, towering against the simple village of Villefranche, with its ships and sails and its sailor-man bar at the little Hotel Welcome. But don't expect American sailors; American battleships don't anchor at Villefranche any more. American sailors make a lot of noise, they say in Villefranche.

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There are no Davey Tree Surgeons except those in the employ of The Davey Tree Expert Company

DAVEY TREE SURGEONS

MARTIN L. DAVEY, President and General Manager

FEEL the difference • HEAR the difference

TASTE THE DIFFERENCE!

Like an oasis in the dusty desert of dried tobacco, the new Camel Humidor Pack brings you the joy of fine quality cigarettes in prime mild condition.

Now, wherever you go, you can always be sure of getting a *fresh*, throat-easy cigarette when you demand Camels.

It's easy to tell the difference. Your sense of touch detects it as you roll a cigarette between your fingers. Dry tobacco is stiff and crumbly. Camels are full bodied and pliant.

Even your ear can tell the difference. For a dried out cigarette crackles when you roll it.

But the real test is taste and taste is causing a great nation-wide switch of men and women alike to Camels in the scientific new Humidor Pack.

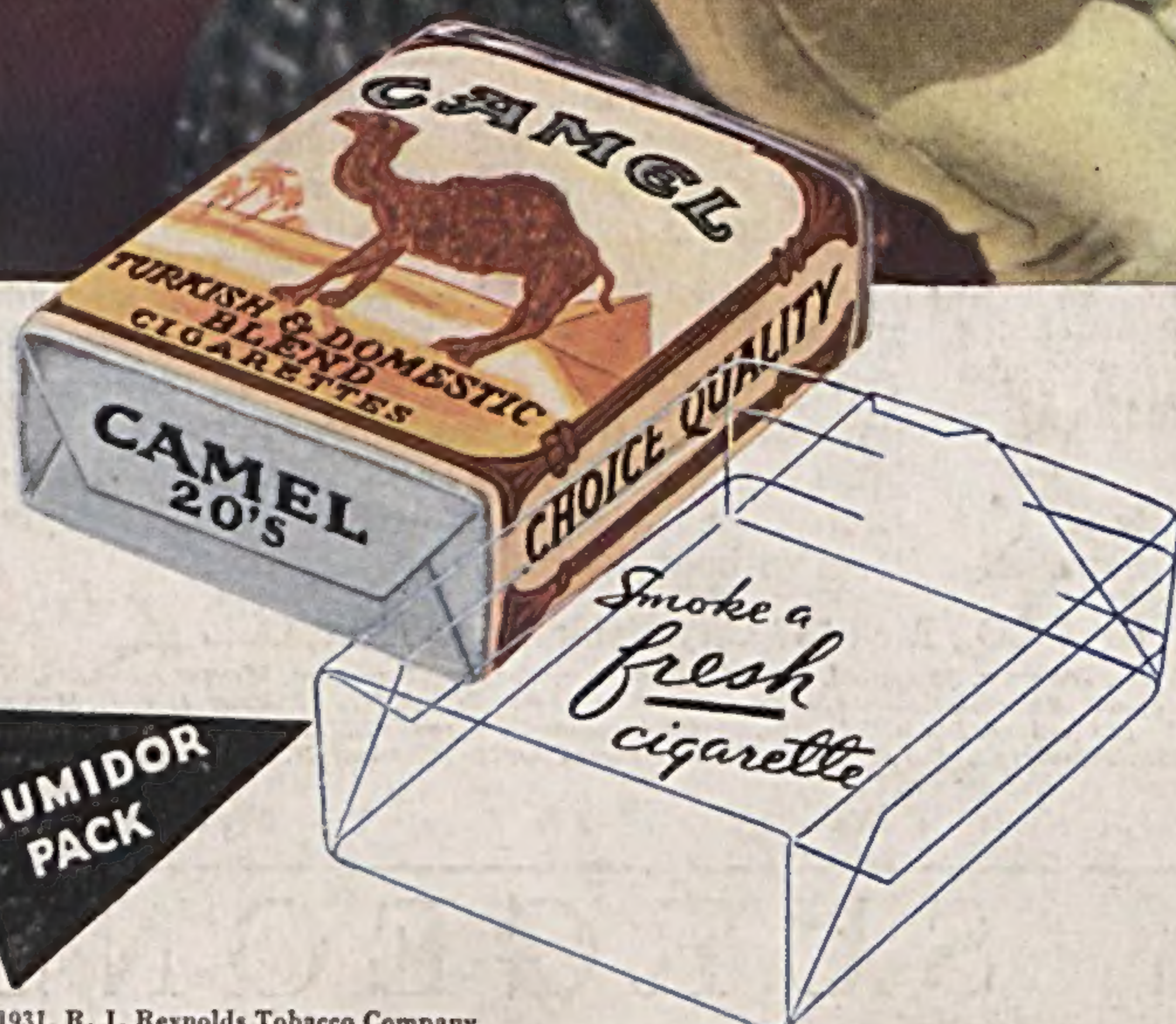
As you draw in that fragrant, mild, cool smoke, redolent with the luxury of fine Turkish and mellow Domestic leaves, only then do you realize the full importance of this new Humidor Pack.

For scorched or dried tobacco is brash and tasteless and its smoke is unkindly hot to the tongue and throat.

If you are a Camel smoker you have already noticed the improvement the new Humidor Pack makes in this your favorite cigarette.

If you don't smoke Camels, try them for just one day to see how much you're missing. After you've known the mildness and joy of a really *fresh* cigarette, switch back if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.



● It is the mark of a considerate hostess, by means of the Humidor Pack, to "Serve a fresh cigarette." Buy Camels by the carton — this cigarette will remain fresh in your home and office.

CAMELS